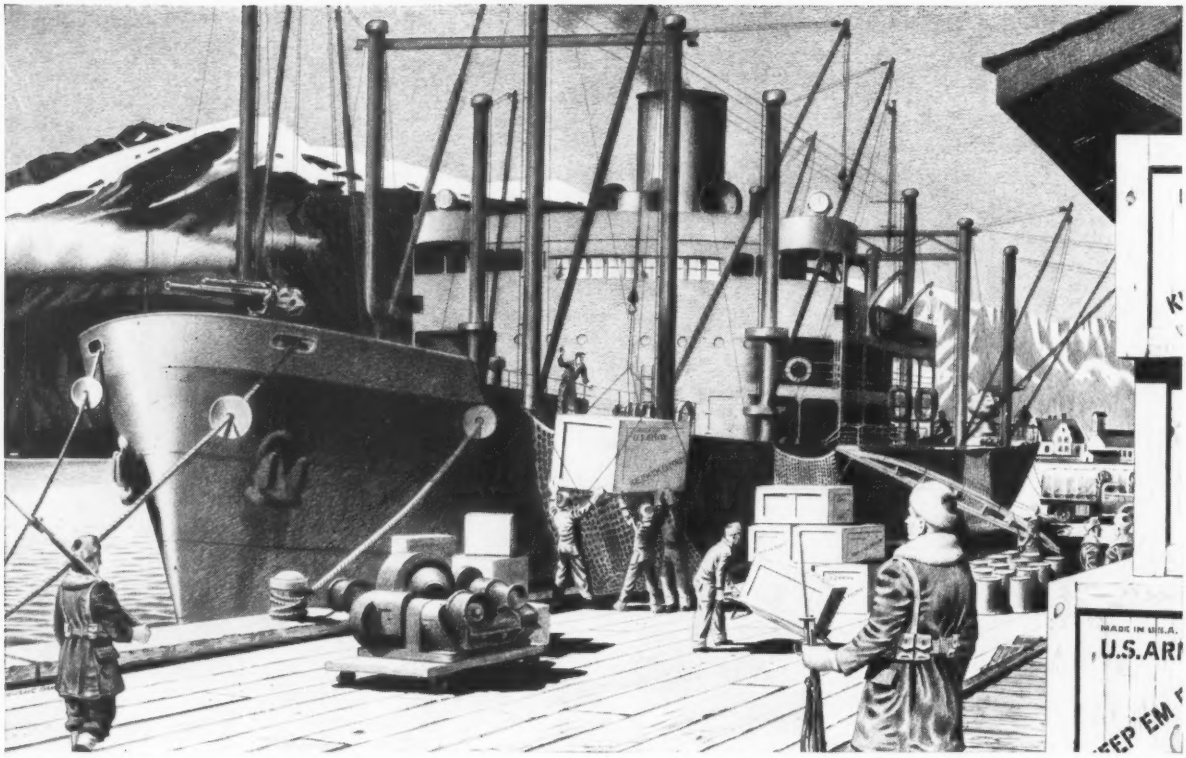
MODERN PACKAGING

JUNE 1942



FROM ICELAND to the West Indies—from Alaska to Australia—our troops must have the best possible food on which to fight. They get it with canned food. It provides them with balanced, nutritious meals, saves shipping space, eases the supply problem.

No more tin plate for many of you . . .

means more "square meals" for them

ONLY THE BEST possible food is good enough for our troops. They must have this food in greater and greater quantities. That's why there'll be no more beer, coffee, and many other items packed in tin plate, as we get deeper into the war.

This saves many tons of tin that will go into cans in which more food for carrying on the war will be packed. Food for our fighting forces. Food for civilians behind the lines. (Tin cans, as you may know, are the perfect containers for processed foods.)

So—until the war is won, you'll have to do without the convenience, beauty, and traditional sales appeal of many tin-plated packages.

Many substitute packages may be offered to you for your products. They may not be so good as the familiar *tin* package, but they'll be the best you can get while there's a war on.

And you can do your part by using your business imagination and capitalizing on these substitute containers. Adapt them to your filling lines. Sell them to your trade. Explain to your trade why these substitutes are necessary for the duration.

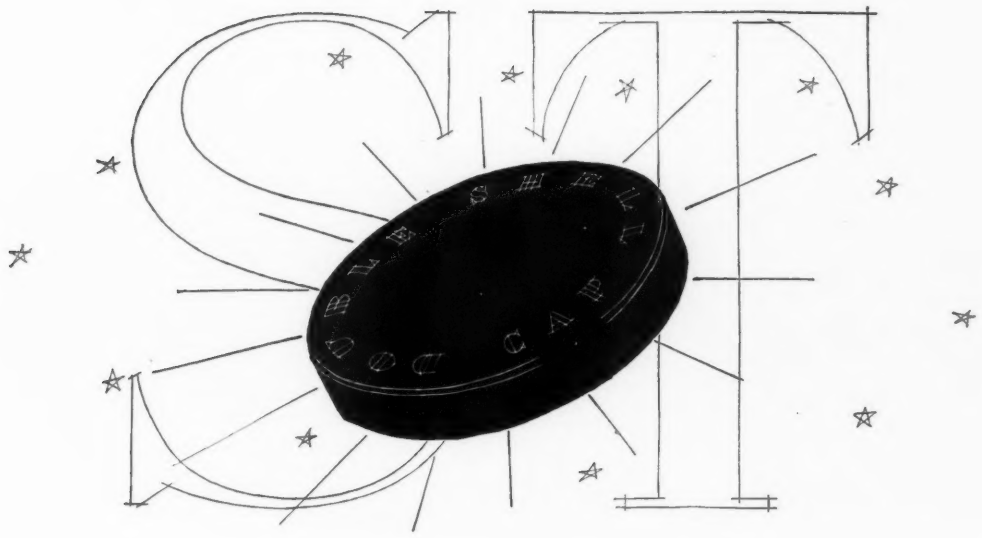
REMEMBER: The Government is doing a great job . . . for you, for all of us . . . in controlling the tin supply and directing it where it will do the most good.

In our own laboratories, research on containers is going steadily forward. This research promises not only to improve present containers for your use during the war, but also to develop even better containers of all kinds for your use after the war. AMERICAN CAN COMPANY, NEW YORK, N. Y.

SOME TYPICAL WAR ITEMS MADE BY CAN MAKERS

For our armed forces, can makers supply various types of containers for:

—food rations, explosives, bandages,
—oil, blood plasma transfusion kits,
—delicate anti-aircraft motors,
—emergency water rations, and
—countless other necessities for fighting men.



THE PHOENIX S T CAP is *no more!* All double shell caps, regardless of by whom manufactured, have been discontinued for the duration . . . unless, of course, the materials from which they are made should suddenly come of much greater abundance. And this, for the needful present, is something unlikely to happen.

The S T Cap is (or rather, *was*) functional in design. Its straight sides matched the square walls of the jars and bottles it sealed, providing a clean, symmetrical appearance. It aided the sale of a product . . . or so we've been told by many a user. *But that was during times of peace.* Now there are more important things to do. The extra materials which went into its manufacture can be better used in winning the war.

The S T Cap represented a nice volume. It sold for more than the C T (single shell) Cap, therefore was a more profitable item. But we have to be realistic. It couldn't seal a package any better than a C T Cap. Actually, it *was* a C T Cap . . . a C T Cap within a shell.

Naturally the cap to replace the S T Cap is the C T Cap. The Phoenix C T Cap, no knurl, with curled under edge, is the nearest in appearance to the double shell cap. The threads show, of course. But this is war, and we can't have everything.

You may dislike changing the appearance of your package . . . even in the slightest. But if by dropping the double shell cap we can drop another shell or two on Tokyo and Berlin, *that's the thing to do!*

PHOENIX METAL CAP CO.

2444 West Sixteenth Street
CHICAGO

3720 Fourteenth Avenue
BROOKLYN

CHARLES A. BRESKIN, Publisher
CHRISTOPHER W. BROWNE, Editor
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Modern Packaging

JUNE 1942
VOLUME 15 NUMBER 10

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IS THERE A PAPER SHORTAGE?

Some shortages are real—and very distressing. What are the real facts about paper? In view of the double and triple load which packaging papers are carrying, it is exceedingly important for every user of packages to know just what kinds and quantities of paper he can obtain and what deliveries he can expect. This subject is being given the most searching study by the Institute of Package Research and the results of the survey will be presented in the coming July issue.

COVER. A flotilla of photographers (from Robert Keene Studios) with an editorial convoy boarded a U. S. battle wagon somewhere on the Atlantic seacoast and "shot" these four gobs all a-grin at the prospect of making way with this gorgeous gift box, filled and running over with holiday goodness, from Macy's Gift Packaging Canteen. They live in the present, these gobs, but they're genuinely glad that "There'll always be a Christmas."

* Now serving with U. S. Armed Forces.

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Published the 1st of each month by Breskin Publishing Corporation. Publication office, Twentieth and Northampton, Sts., Easton, Pa. Executive and Editorial Offices, 122 E. 42nd St. (Chanin Bldg.), New York, N. Y. Phone AShland 4-0655. Mid-Western office, 221 N. LaSalle St., Room 1338, Chicago, Ill. Phone Randolph 6336. Pacific Coast Office, 427 West 5th St., Los Angeles, Cal. Also Publishers of Modern Plastics, and sponsors of the All-America Package Competition and the Modern Plastics National Competition. Subscription $5.00 per year in United States; Canadian, $5.50; foreign, $6.00. Two year subscription United States, $8.00; Canadian, $9.00; foreign, $10.00. All foreign subscriptions payable in United States currency or equivalent in foreign currency computed in current exchange. Price this issue, 50¢ per copy. Copyright 1942 by Breskin Publishing Corporation. All rights reserved including the right to reproduce this book or portion thereof in any form. Printed in U. S. A. Member of the Audit Bureau of Circulations. Acceptance under the Act of June 5, 1934, at Easton, Pa. Authorized October 7 1936.

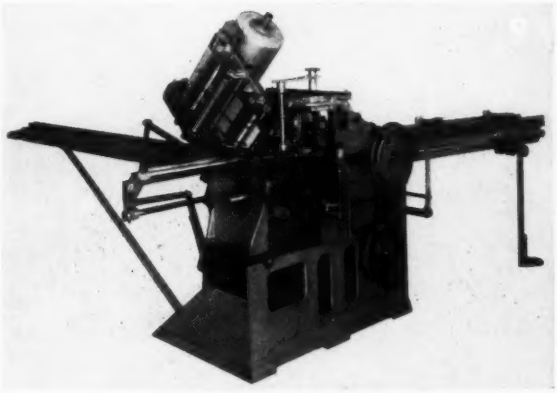
. . . in speeding AMERICA'S production lines!

Not all the blasting powder is at the battlefront in the fight to blast the Axis.

Huge quantities are being used in coal mine blasting all over the country to furnish the power needed to keep America's steel mills and the rest of our gigantic arms industry going at *top-speed*. Never before in the country's history have the coal mines been *so vital* to the power needs of America's hard-pressed production lines. We cannot afford to have *any* shut-downs because of lack of fuel. So black blasting powder is *high on priority lists* . . . along with essential powder-producing equipment.

Black powder is wrapped —an operation that is *no new problem* for Redington. Fourteen years ago, the first machine to *automatically* wrap pellets was engineered by Redington for E. I. du Pont de Nemours Co. It packaged four pellets laid end to end in heavy Kraft paper, at the rate of *50 sticks a minute!* Today, similar machines are on the job or are being built for Atlas, du Pont, Egyptian and other makers of black blasting powder.

It's another example of the part Redington is playing in national defense. Most of our business now bears an *A-1 priority* and we're putting in overtime and extra shifts to produce the tools to win this war.



F. B. REDINGTON CO. (Est. 1897) 110–112 So. Sangamon St., Chicago, Ill.

REDINGTON PACKAGING MACHINES

for CARTONING • WRAPPING • SPECIAL PACKAGING

Another good thought passed on by

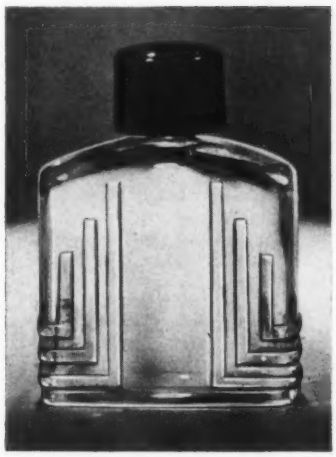
MAKERS OF

Food Protection Papers

Kalamazoo Vegetable Parchment Company

PARCHMENT, KALAMAZOO, MICHIGAN, U. S. A.

"COME BLOW YOUR HORN"



Stock bottle No. 417 is a container you need never fear of exposing to the public gaze. Capacity: 1 dram. Finish: 10 mm. 425.

Some packagers are awfully shy about exposing their products to the public gaze. They hide them in opaque, unattractive containers so that consumers will not possibly be tempted to buy. They refuse to let their products speak for themselves.

Some put their products in glass. There's no fooling about glass. The buyer can look at the product, make her own selection. Or, the material can be used to give glamor to a product. In either case, glass containers help sell more goods.

A lot of leaders in cosmetics, drugs, foods, household specialties use Carr-Lowrey clear flint glass packages for just that purpose.

CARR-LOWREY 3-Point Service

creates

PRACTICAL · ATTRACTIVE · ECONOMICAL

glass packages for cosmetics, drugs, foods, household products.

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INSIDE NEWS

JUNE PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y. 1942

A Potent Weapon Behind National's Research

BACTERIOLOGY—THE WEAPON—For the attack on problems of the canning industry, to defend it against the ravages of food spoilage. This is a relatively new science, involving the study of invisible microorganisms, widely distributed in nature. If it were not for the presence of these microorganisms which grow readily in foods, canning would be relatively simple.

In the days before Bacteriology became recognized as an exact science, it was known that foods packed in cans required heating in order to prevent spoilage of the contents. This brought about experimental canning which resulted in more or less hit or miss methods and frequently almost complete spoilage occurred. As more became known of Bacteriology, the direct relation between this science and the canning industry started extensive work in applying this science, which has resulted in the establishment of processing temperatures and times for all canned products, and has practically eliminated spoilage.

The study of microorganisms which are in or on the surfaces of all foods and equipment in canning plants, as well as in the ingredients used in canning, and the methods of determining the temperatures required to destroy the various forms of these microorganisms has made it possible to place the canning industry on a firm scientific basis.

This brief discussion will indicate to the reader why National's Research Field Service established a Bacteriological Laboratory and built up a competent staff to apply this science to the problems of the canning industry.

The photograph shows one of the staff members determining the microorganisms in a spoiled canned product. Not only does a knowledge of these microorganisms occurring in the raw materials help to determine the canning procedure necessary to destroy them or render them inactive, but it also makes it possible to determine why a can of food has spoiled. Work of this nature along bacteriological lines is absolutely necessary to the Research Field Service men, for when they detect spoilage in the canner's plant, it is not always possible to immediately determine the cause. Through the aid of their Bacteriological Laboratory, samples of these spoiled goods are examined and findings reported back immediately to men in the field who are then able to take steps at once to solve the canners spoilage problems.

To those unfamiliar with the canning industry it may be seen that the science of Bacteriology, thought by many to be related solely to the medical field, also serves a fundamental purpose in the canning industry. "RESEARCH IS ORGANIZED THINKING." (141)

Fluoride Activator Recently Developed

A new activator developed at a southern university experiment station increases the effectiveness of sodium fluoride, a material which has recently been in very short supply. The result has been to decrease the quantities of fluoride necessary for effective insect control. (142)

Bromelin Obtained From Pineapples

The United States Department of Agriculture in cooperation with the Hawaiian Agricultural Experiment Station at Honolulu, T. H., has developed a method of obtaining bromelin from the peels and cores of pineapple. The bromelin is precipitated with alcohol from juice pressed from the peels and cores in a stage of manufacture where the juice is of little value to the canner. The alcohol is then recovered and is used again with other batches of juice. Bromelin is an enzyme which breaks down meat protein and is of value in making tough meat cuts tender. (143)

Women to the Rescue

A New Jersey packing corporation has learned that it's not a man's world in which we live. Six young women, forewomen along the corporation's canning and quick-freezing lines, are enrolled as students in night courses at a New Jersey college. To the surprise of the college instructors, the young women have shown marked ability in working out engineering projects as well as initiative in improving production methods at the plant. A better method of handling No. 10 tins that won't go through the ordinary labeling machine was worked out by one young lady. She has a couple of other new labeling ideas that she thinks are practical. The others have suggested methods to speed up and simplify packing operations and they say they've just started. (144)

Shrimp Cleaning Machine

Cleaning shrimp, long considered impracticable by canners, is now economically performed by a machine. Shrimp in the shell are fed through slots between two diagonally grooved belts which carry them in position over a circular saw. The saw completely removes the alimentary canal. Large disks between the belts and above the saw serve to straighten curved shrimp sufficiently and to hold them against the saw. (145)

(*Advertisement*)

BY
NATIONAL CAN

JUNE PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y. 1942

U. S. Army Field Tests
Prove Superiority of "Parachute Ration"

Extensive Army field tests have conclusively proved that the Army Type K or "Parachute Ration" is a superior emergency field ration which can be subjected to all types of field conditions and all sorts of weather and yet please soldiers with its nutritive and appetite appeal qualities. A platoon of troops which subsisted through four days of field operations on "K" rations did not show any impairment in physical or mental conditions.

Canned meats are included in the Type K ration. The ration is composed of breakfast, dinner and supper units. The breakfast unit contains one package of "defense" biscuits, one package of compressed graham biscuits, one can of veal luncheon meat, one package of malted milk dextrose tablets, two packages of soluble coffee, three tablets of sugar and one stick of chewing gum. The dinner unit contains one package of "defense" biscuits, one package of compressed graham biscuits, one can of pork luncheon meat, one package of dextrose tablets, one tube of concentrated bouillon and one stick of chewing gum. The supper unit is composed of one package of "defense" biscuits, one package of compressed graham biscuits, one can of cervelat sausage, one 2-oz. bar of ration "D," four tablets of sugar, one package of lemon juice powder, and one stick of chewing gum. (146)

A full day's supply of emergency field rations, exhibited by Captain R. H. MacDonnell of the Subsistence Research Laboratory, Chicago.

Cannery Wastes Treated With Soda Ash

Research on the treatment of vegetable cannery wastes has revealed that soda ash can be used to advantage in biological filters in place of lime. Soda ash is not affected by carbon dioxide, while lime, when used in small amounts, is completely precipitated by the carbon dioxide. In the past, lime has been used in an attempt to control the odor and acidity in biological filters. But the amount required to maintain alkaline conditions in a high rate recirculation filter is sufficient to produce a degree of alkalinity detrimental to maximum biological activity.

In the tests with soda ash, an average increase in efficiency of 44 percent resulted from the use of this chemical over that when no acidity control was maintained. Odors were eliminated and clarification improved. The use of soda ash is expected to find practical application during the coming canning season. (147)

New Canning-Pea Withstands Heat

Several new pea varieties for canning and freezing were included in trials reported by the New York Agricultural Experiment Station at Geneva, N. Y. It was found that the new canning-pea variety, Wisconsin Merit, can tolerate heat better than any late pea yet observed. It has usually exceeded Perfection in yield, although it has been considered rather variable in berry color by some canners. (148)

Castor Extracts Combat Insects

New insecticides from the castor plant have been used effectively in the control of scale insects and several species of spiders in the Florida citrus industry. Successful tests have also been conducted on apples and vegetables, both in Florida and New England. Castor extracts may eventually find wide usage in the agricultural insecticide field, although at present there is little prospect of their effective use in household insecticides. (149)

Technical Topics

ALUMINUM CRESYLATE is a constituent of an improved form of sheep dip in powder form. The compound also contains finely divided sulphur. It is easy to pack and transport, it is not affected by hard water, it is easier to mix than plain sulphur dip and it will dilute with a high proportion of water to give an efficient bath containing a suspension of finely divided sulphur and a solution of cresylic acid. (150)

A CATION-ABSORBING RESIN deposited on a highgrade diatomaceous filter aid has been found to possess unique decolorizing and iron absorption properties by a British Columbia sugar refinery. The filtering material is said to yield soft sugars of excellent bloom. It can be used with standard filtration equipment and it is regenerated after use. (151)

METHYL BORATE can be produced directly by a method recently patented by an American company. Basis of the method is the distillation of boric acid with an excess of methanol. The methyl borate distills over as a binary azeotropic mixture with methanol. Investigations have shown methyl borate potentially useful as an ingredient of antiseptics and disinfectants. (152)

COCOA BEANS and their shells contain anti-oxidants suitable for incorporation with essential oils, organic dyestuffs and similar materials to reduce deterioration due to oxidative changes, it is claimed in a recent foreign patent. (153)

TEETOTALLER RATS, with a diet deficient in vitamin B_1, developed serious nervous disorders sooner than their litter mates who received the same diet supplemented with whiskey or alcohol. (154)

NEW SOAP PROCESS—A new soap process has just been patented (U.S. No. 2,271,619) in which soap is produced by alcoholysis instead of the usual hydrolysis. The glycerine can be readily recovered in almost pure and undiluted form, while the alcohol can be recovered for re-use. The new process makes possible an exceptional expansion in plant capacity. A further advantage is that glycerine recovery can be effected even when potash soaps are made. (155)

Every effort will be made to furnish additional information on these articles. Where such information is not obtainable, we will refer inquirers to the original source of the article. Write to National Can Corp., 110 E. 42nd Street, New York City. Please mention the number at end of article—also name of the magazine you saw it in.

(Advertisement)

IMAGINEERING: GETTING OUT OF THE GROOVE

THESE FOUR YOUNG WOMEN, so earnestly mastering the art of torch-welding aluminum, suggest that someone, somewhere, has checked out of the groove and started some practical Imagineering.

THEY PROVE what we've been saying for years: Alcoa Aluminum is easy to fabricate. The man who started the school where these girls are learning, and graduating to war jobs, simply had imagination enough to believe that

easy really means *easy*. Then he did something about it!

IMAGINEERING is letting your imagination soar and then engineering it down to earth. It is ingenuity in modern dress.

IT IS THE THING that has enabled the aluminum industry to keep on top of a plane schedule, increased tremendously in numbers, but also calling for almost twice as much aluminum per plane as the average plane needed two years ago.

IT IS WHAT EVERY ONE OF YOU are doing on your war job. Simplification, standardization, training. New methods, new materials, new records.

THIS WAR is showing Americans what they really can do if they try.

LET'S MAKE a vow to carry this same spirit over into postwar America. We'll all have the skills, the habit of work, the thrill of doing. There will be lots of aluminum to make into better products than peacetime America ever knew. It will be a great day for Imagineers.

Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pennsylvania.

★ SO MUCH SO SOON ★

ALCOA ALUMINUM

If you're looking for a really workable SUBSTITUTE for TIN or GLASS

Look at this

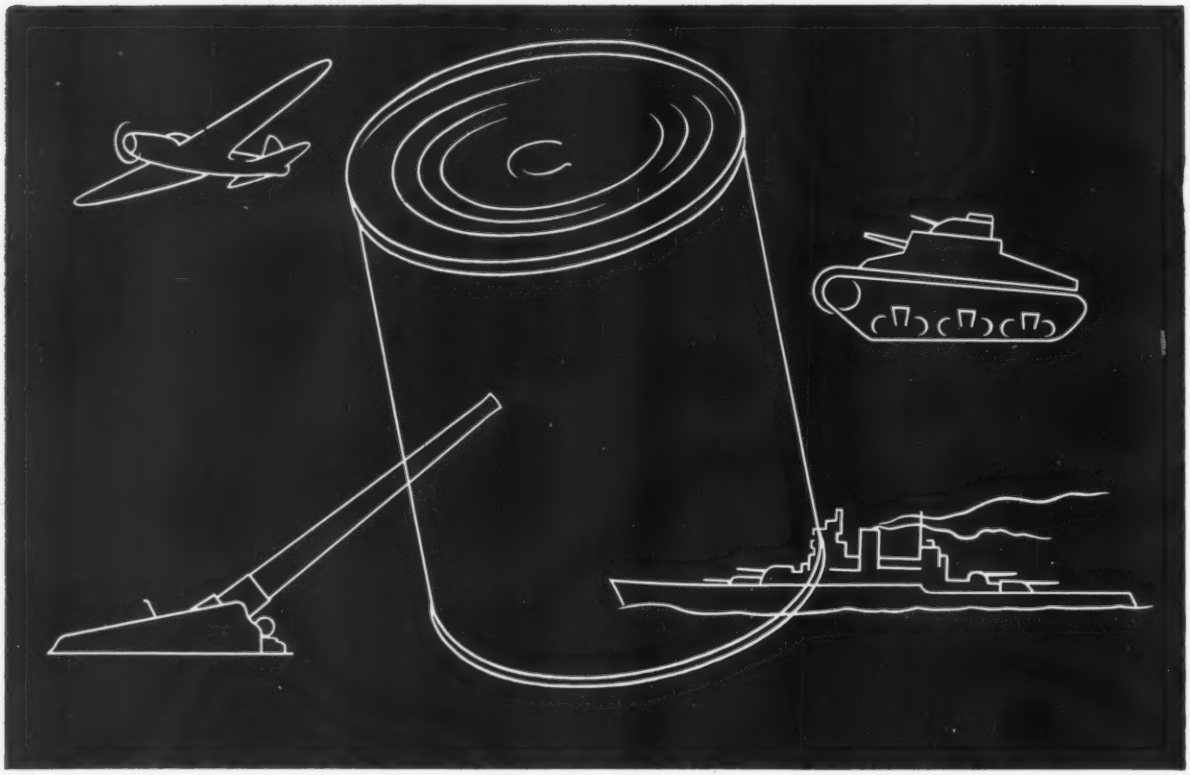
READ THIS:

WE have the facilities to furnish moisture-resisting and grease-proof board which is also a complete protection against ultra-violet ray penetration. The sample shown is a laminated moisture-resisting board with a glassine lining, a perfect protective material for a hygroscopic product, or one which deteriorates on contact with air, moisture, etc. We supply boards for fibre cans as well as folding and set-up box-boards with all types of linings. We also furnish regular single and double sheet lining at our various mills and our New York plant. Our advisory and production facilities are at your service in the development of new types of packages to replace those formerly made with critical materials. Our reputation for quality and service has been built through more than 80 years of business.

THE BUTTERFIELD-BARRY COMPANY

INCORPORATED

174-176 Hudson Street **New York City**



PACKAGES TO PROTECT AMERICA

Producing packages to protect America is the most important job Continental ever tackled. What these packages are, their size, or appearance is unimportant. The real significant thing is that government. like industry, has found that the tin container is an all-around, safe, economical package.

Millions of tin packages are needed to carry food and supplies to our armed forces, our allies and all America. Needless to say, tin plays a vital part in this tremendous production. Tin is also needed in planes, guns, and ships. We are doing our best not only to make the needed containers, but also to save tin by perfecting changes and complying with orders to stretch present supplies.

Looking into the future we see many new packaging ideas—ideas which must be held in abeyance until another day. But, for those who are planning ahead, we offer the services of our packaging engineers, research men and designers. They will be glad to work with you.

CONTINENTAL CAN COMPANY

NEW YORK · CHICAGO · SAN FRANCISCO · MONTREAL · TORONTO · HAVANA

HELPING TO RELIEVE THE METAL SHORTAGE

Container Industry and Du Pont Cooperate in Developing Fibre-Cellophane Packages to Replace Metal Cans for Many Products

★ ★ ★

Peace-time research again steps forward in the service of the nation during time of need—this time to help American business meet the critical shortage of metal for containers.

Long before mechanized warfare had placed such a strain on our supplies of tin and steel, the container industry and the Du Pont Company had been working on ways to add the strength, the moistureproofness, vaporproofness and gas impermeability of Cellophane to fibre packages of all kinds so they could be used for a wider range of products.

Since our entry into the war, this work has been speeded up due to the sudden and increasing shortage of metals needed for our armed forces.

As a result, a number of practical methods have been developed for using Cellophane in combination with fibre containers and boxes of various types and sizes.

These containers, of course, cannot be used for all products. For instance, they cannot handle foods processed at high heat after packing.

On the other hand, they are well adapted for packaging many products previously packed in metal, holding them satisfactorily for their usual turnover period with a sufficient factor of safety.

These new Cellophane-lined containers can be produced with the present equipment of the container industry. A number of manufacturers are now ready to supply them. We will be glad to put you in touch with them. Simply write us, describing your product, your present type of container and your current supplier.

E. I. du Pont de Nemours & Company (Inc.)
Cellophane Division, Wilmington, Delaware

DU PONT
REG. U. S. PAT. OFF

CONSERVE THE THINGS AMERICA NEEDS!

Now–Tubes without Tin...

made with

SUNALLOY No. 2!

JUST about a year ago, when the use of tin and aluminum for collapsible tubes was first restricted, an excellent alloy was developed through our Research Fellowship at Carnegie Institute of Technology. This was known as Sunalloy No. 1. Because it contained 12% tin, its use after April 1, 1942, was prohibited by the terms of Conservation Order M-115.

Fortunately the Sun Tube Corporation had foreseen such an order, and extensive research in alloys having no tin content has developed an excellent replacement for Sunalloy No. 1. This alloy is called Sunalloy No. 2. It contains 1% silver, 3% antimony and 96% lead.

Because of the urgency of the present situation and the necessity for cooperation in every field, it is the settled policy of the Sun Tube Corporation to offer its competitors and their customers—freely and without restriction—the fruits of its researches in metals suited to the manufacture of collapsible tubes. In accordance with this policy, your regular source of tube supply should be able to provide samples of and information concerning this new development.

Please keep in mind that tubes with a lead content may require the protection of an inner coating. Each product should be tested as to its compatibility with any substitute tube and any tube lining material.

SUN TUBE CORPORATION

Hillside, New Jersey

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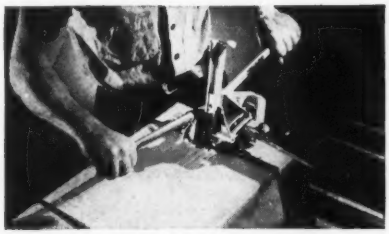
MEET FEDERAL STRAPPING SPECIFICATIONS

WITH

Acme Steelstrap



Steel strapping to meet all Federal Strapping Specifications . . . equipment to speedily and economically apply the strap to shipping packs . . . together with competent counsel on the strapping operations are available to all concerns with Government contracts.

Check List of ACME PRODUCTS for fulfilling GOVERNMENT ORDERS

- ☐ STEEL STRAPPING
- ☐ STRAP-APPLYING TOOLS
- ☐ STRAPPING ACCESSORIES
- ☐ CARTON STITCHERS
- ☐ STITCHING WIRE

Write, 'phone or wire for complete information. No obligation.

Acme Steelstrap is furnished in all sizes specified by the authorities. And to reduce strap-applying costs you'll need Acme Steelstrappers . . . one-piece, magazine seal-fed strapping tools which do the job faster and easier. With this equipment, one shipper effected a saving of 35% in material and labor. Others report equally successful results.

Direct representatives, experienced in helping shippers fulfill Government requirements . . . are available. They can help you with your strapping problems, show you ways to speed up the application of strap. Write, 'phone or wire the nearest Acme office.

Also available from Acme are Silverstitchers (carton stitching equipment) and Silverstitch carton stitching wire.

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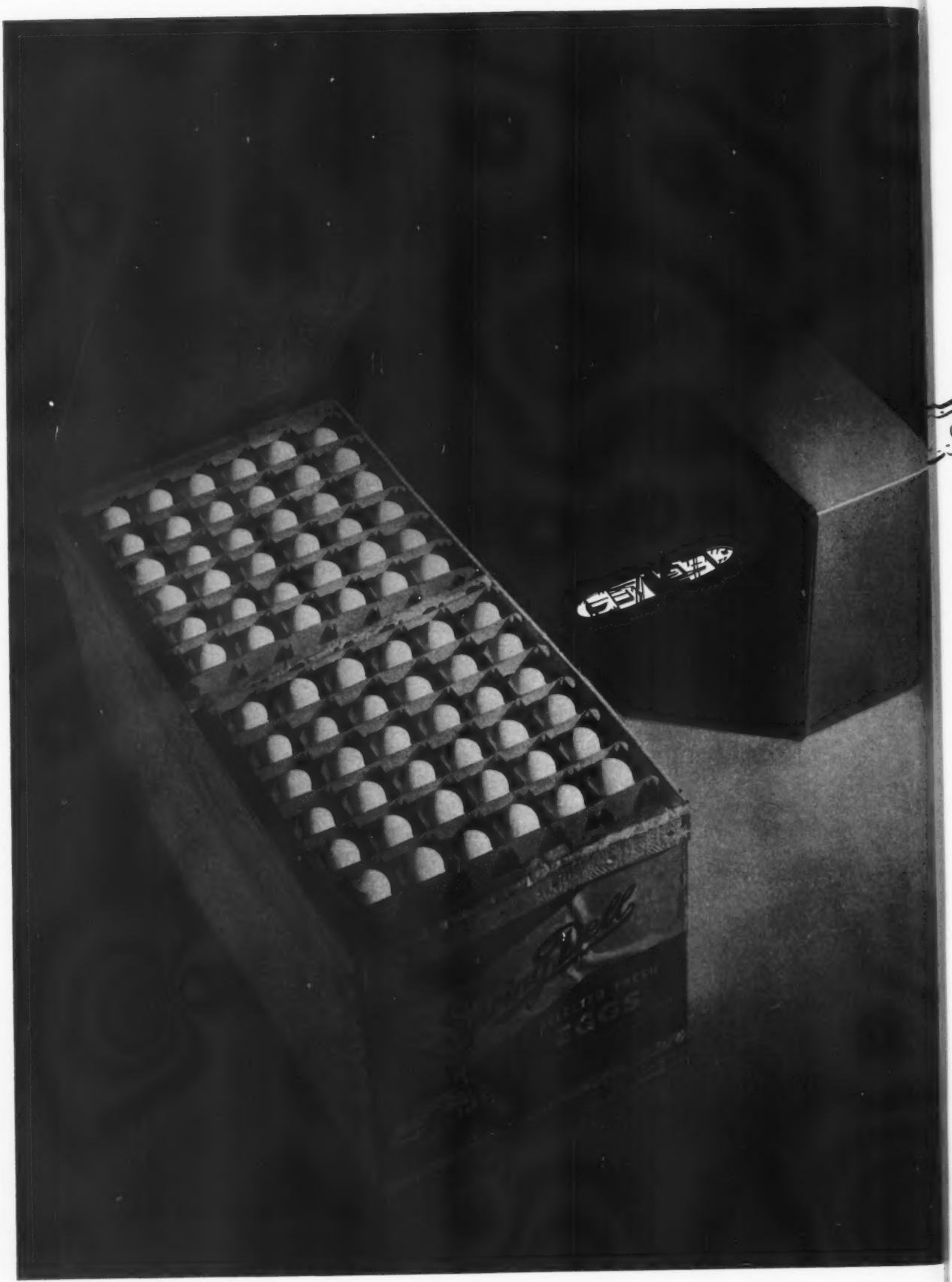


30 DOZEN EGGS GO TO WAR

DEHYDRATED FOODS, PACKAGED IN PAPER BOXBOARD CARTONS, ARE HELPING *ONE* SHIP CARRY THE CARGO OF *TEN* TO OUR ARMIES AND ALLIES

HOW MANY MORE breakfasts for the troops in Ireland or Iceland . . . how many more square meals for the boys in Australia or Guiana . . . can be packed into the hold of a ship, when foods are dehydrated, packaged in light, protective paper boxboard cartons?

How many? Figure it out for yourself. 30 dozen eggs shrink from 40 pounds to 10, from 2 cubic feet to less than ½ cubic foot. 4000 pounds of peas, conventionally packed, reduce to 350. 3800 pounds of string beans to 200. Dehydrated fruits, vegetables and dairy products save an average of 90% in cargo space, enable one ship to carry as much food as ten.

Important? That's why packaging engineers worked night and day until they'd licked the problem of transporting and protecting dehydrated foods in the heat of the tropics, in the cold of the north. Just as they have met and are continuing to meet other important packaging problems during the present war emergency.

THE GARDNER-RICHARDSON CO.

MANUFACTURERS OF BOXBOARD AND FOLDING CARTONS

MIDDLETOWN, OHIO

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT

For the Duration

Now! more than ever, craftsmanship is at a premium. The scarcer the materials get, the rougher the available ones become, the more you need a craftsman to achieve distinctive results.

We can clothe your packages in Christmas Cheer with artistic touches of available printed papers and boards.

We know your needs intimately and urge all our customers and friends to plan early for their 1942 Christmas packages.

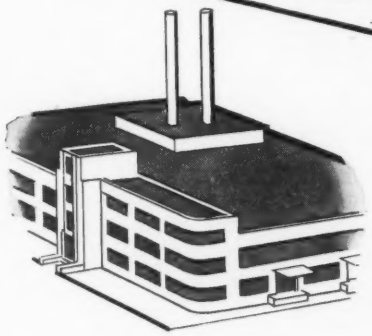
Richard M. Krause, Inc.

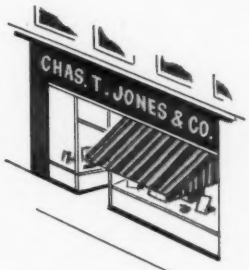
52 East 19th Street New York, New York

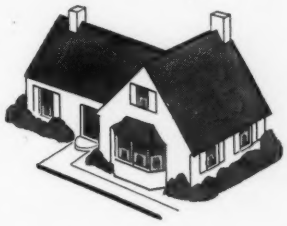
Labels and Wraps printed in colors on satin, paper, etc.

*Packaging Insurance** PAYS

ALL DOWN THE LINE







FROM HERE

You, the packager of the product, are the first to collect. With Packaging Insurance (the Alseco Rolled-On Method of sealing) your line moves rapidly and smoothly. Alseco Machines rarely have to be shut down for repairs or adjustments. That saves money.

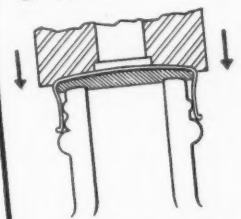
TO HERE

Your customers, the wholesaler and retailer, seldom have occasion to return goods because of leakage or evaporation. Both they and you are the gainers because of the extra security of Alseco R-O Seals.

TO HERE

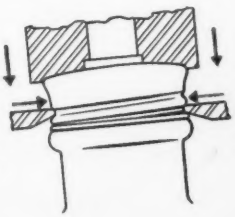
Your ultimate consumers receive your product just as you made it. And they can get at it easily. Alseco Seals are simple to open. You gain consumer good will, repeat sales.

***HERE'S WHY THE ROLLED-ON METHOD OF SEALING IS "PACKAGING INSURANCE"**



1. Plain-skirted Alseco Seal is uniformly seated. Under stationary top pressure, container lip is embedded in liner evenly all around.

2. While held in that position, threads are Rolled-On to conform exactly to threads on container. Each seal is tailor-made, fits perfectly.



Trade Mark Reg. ALSECO SEALS U. S. Pat. Off.

ALSECO SUPPLIES Packaging Insurance in many forms. In addition to the standard R-O Seals, there are others which protect your product from tampering, pilfering, substitution and adulteration.

Often it is possible to adapt the Rolled-On method of application to solving special sealing problems that ready-made closures can't answer. Special seals for serums are an example.

★ ★ ★

War has stopped the sale of Aluminum for seals. However, many types of Alseco Seals can be supplied in metals other than Aluminum.

TAILOR-MADE

ALSECO SEALS

ALUMINUM SEAL COMPANY, 1345 THIRD AVENUE, NEW KENSINGTON, PA... At your service: 28 years of experience building quality seals and sealing machines.

"JUNKET" QUICK FUDGE USES ARABOL ADHESIVES FOR "ALL-OUT" PROTECTION

THE delicious flavor and nourishing food values of "Junket" Quick Fudge Mix must be protected against moisture, flavor loss and sifting. To put this famed product into the consumer's kitchen in perfect condition, "The 'Junket' Folks" use Arabol Adhesives for that extra margin of safety. The pay-off is repeat sales.

Yes, and Arabol Adhesives help contribute that "buy me" look to this beautifully designed package! They do not mar or stain the wrapper.

Arabol Wrapping Adhesives are fast setting, fluid and economical to use in all types of wrapping machines or with brush. Besides low initial cost, they offer wide latitude and exceptional coverage. Only a thin application is needed for a perfect seal.

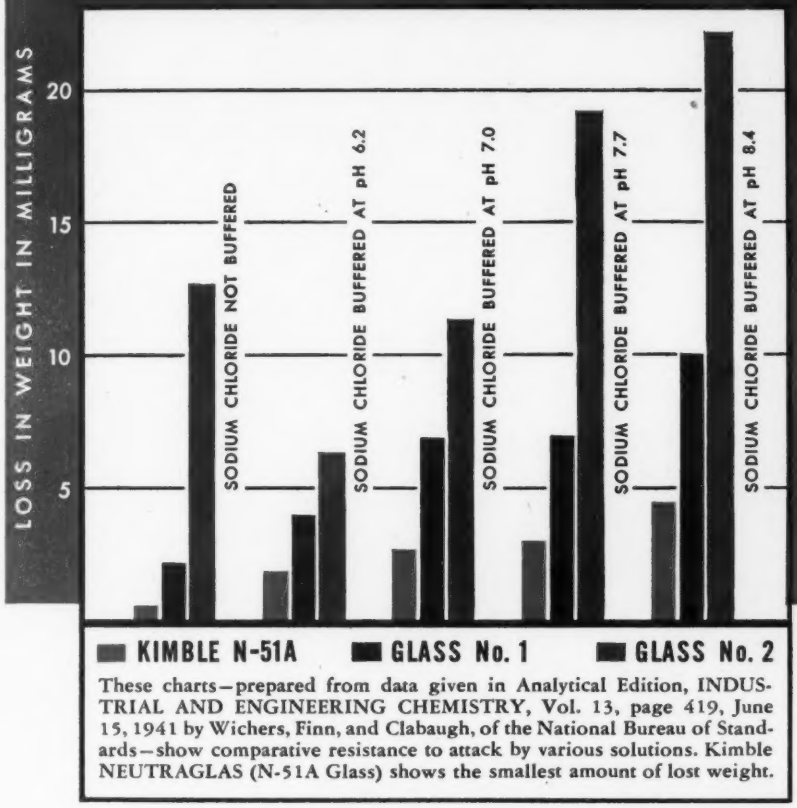
Where flavor and quality protection is needed, put this tight sealing adhesive to work for you—protecting your product.

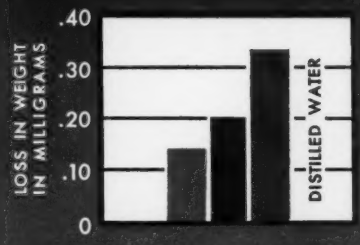
Your Arabol representative is a practical man who can give you money-saving, time-saving suggestions on the Arabol Adhesive best suited to help you solve any packaging problem. Be sure to see him when he calls.

THE ARABOL MFG. CO.
Pioneering Since 1885
Executive Offices: 110 East 42nd St.
New York, N. Y.
Offices and Factories:
BROOKLYN · CHICAGO · SAN FRANCISCO
Branches and Warehouses in Principal Cities
Write us for Bulletin No. 69

Adhesives? . . . ARABOL!

MINIMUM SOLUBILITY . . . IN DISTILLED WATER AND IMPORTANT BUFFERED SOLUTIONS





These charts—prepared from data given in Analytical Edition, INDUSTRIAL AND ENGINEERING CHEMISTRY, Vol. 13, page 419, June 15, 1941 by Wichers, Finn, and Clabaugh, of the National Bureau of Standards—show comparative resistance to attack by various solutions. Kimble NEUTRAGLAS (N-51A Glass) shows the smallest amount of lost weight.

KIMBLE'S NEUTRAGLAS (*N-51A* GLASS)

SETS NEW STANDARDS FOR MINIMUM SOLUBILITY

Here is fulfillment of the highest hopes for a glass that will be CLINICALLY SAFE—containers in which pharmaceuticals and biologicals may be packaged and stored and maintain the most exacting standards of quality, potency and pH value.

For Assurance

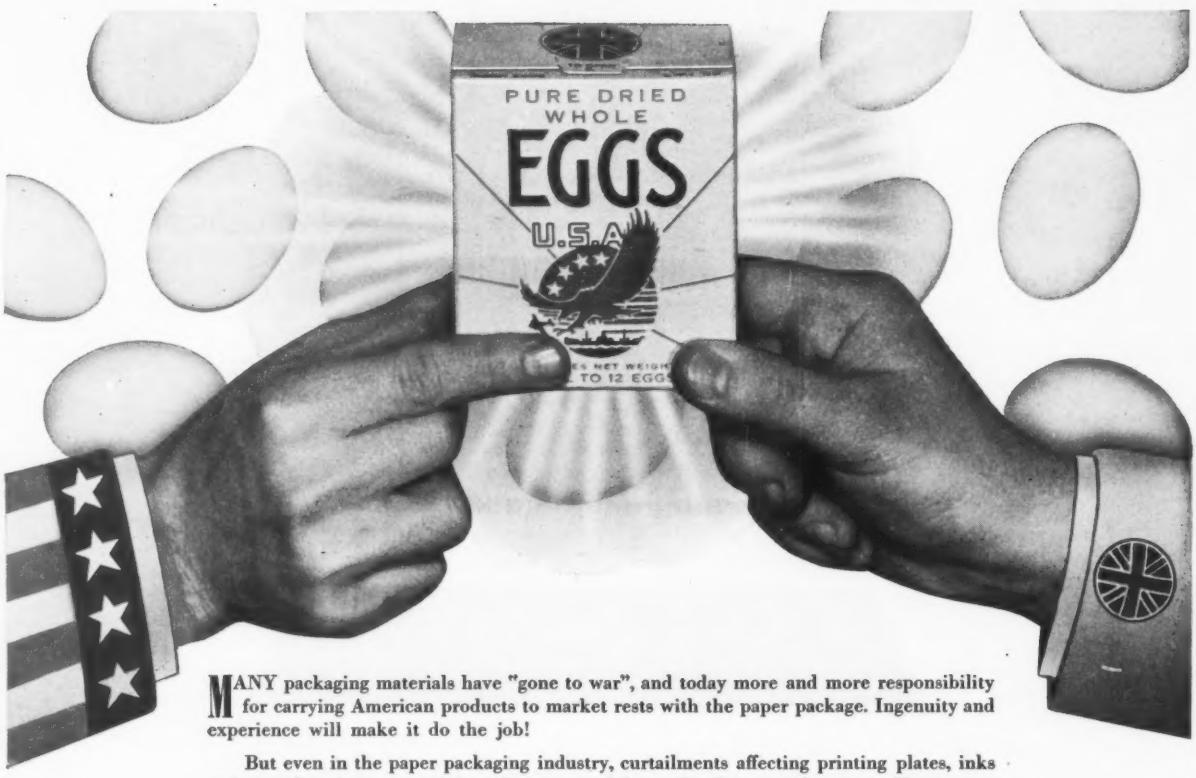
© 1942, KIMBLE GLASS CO.

• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY . . . . VINELAND, N. J.

NEW YORK • PHILADELPHIA • DETROIT • CHICAGO
BOSTON • INDIANAPOLIS

WANTED-
RESOURCEFULNESS



MANY packaging materials have "gone to war", and today more and more responsibility for carrying American products to market rests with the paper package. Ingenuity and experience will make it do the job!

But even in the paper packaging industry, curtailments affecting printing plates, inks and paperboard raw materials make resourcefulness the first consideration. Never were foresight and experience more important than now to achieve the packaging and sales results wanted!

The eggs-for-England carton pictured here is an example of Sutherland's ability to solve tough packaging problems. Specifications said: "This package must hold a dozen dried eggs. It must be water repellent, grease resistant, lightproof, vapor sealed, and as compact as possible." The finished carton looks simple, but there are many packaging tricks wrapped up in it!

Whether your problem is finding new packages for your products or modifying old packages to meet new conditions, Sutherland's 25 years of packaging experience is certain to be of value. Write for a consultation on your packaging. No obligation, of course!

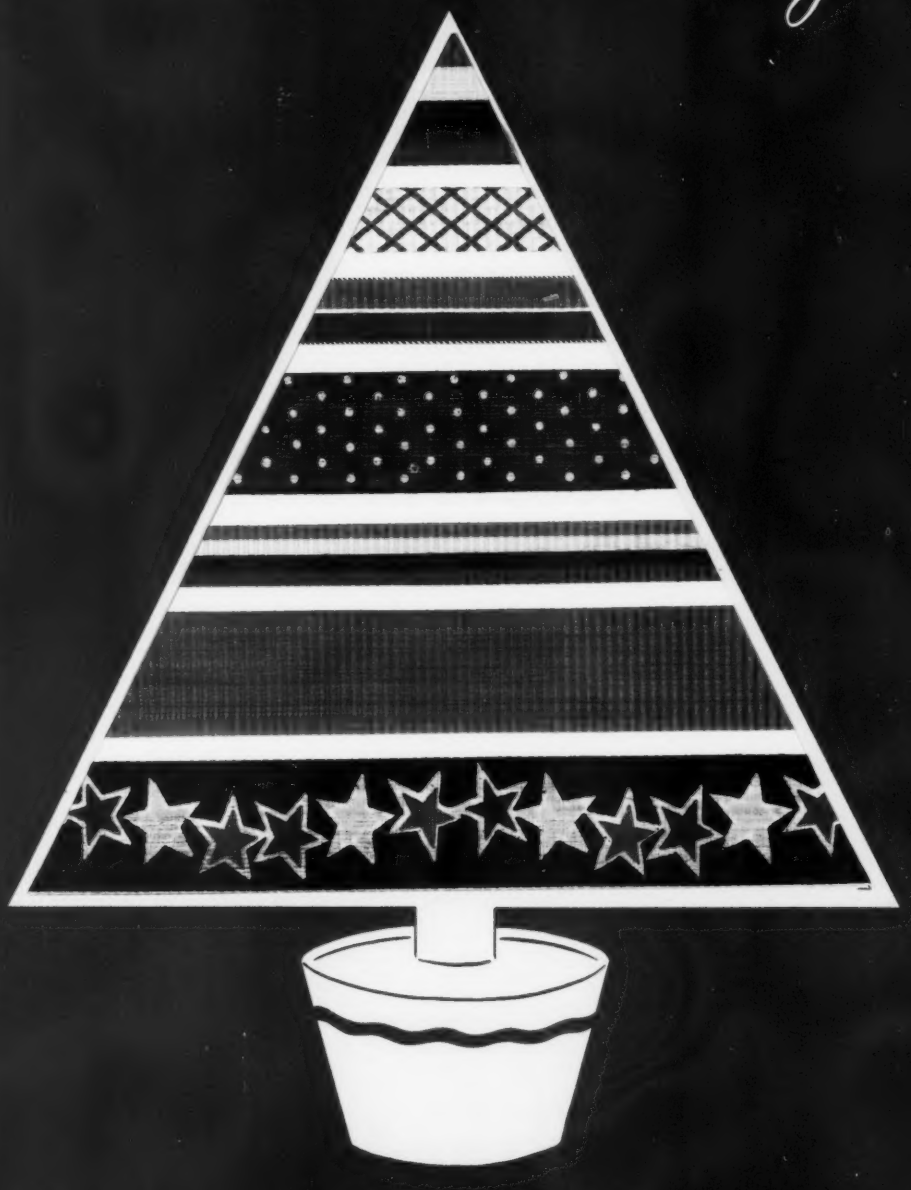
● *This year, Sutherland celebrates its 25th anniversary. Started in 1917 (the year America entered World War I) with 10 workers, the company now gives employment to 2,180.*

SUTHERLAND PAPER CO.

KALAMAZOO, MICHIGAN

Ribbonette... for Christmas Packaging

REG. U. S. PAT. OFF

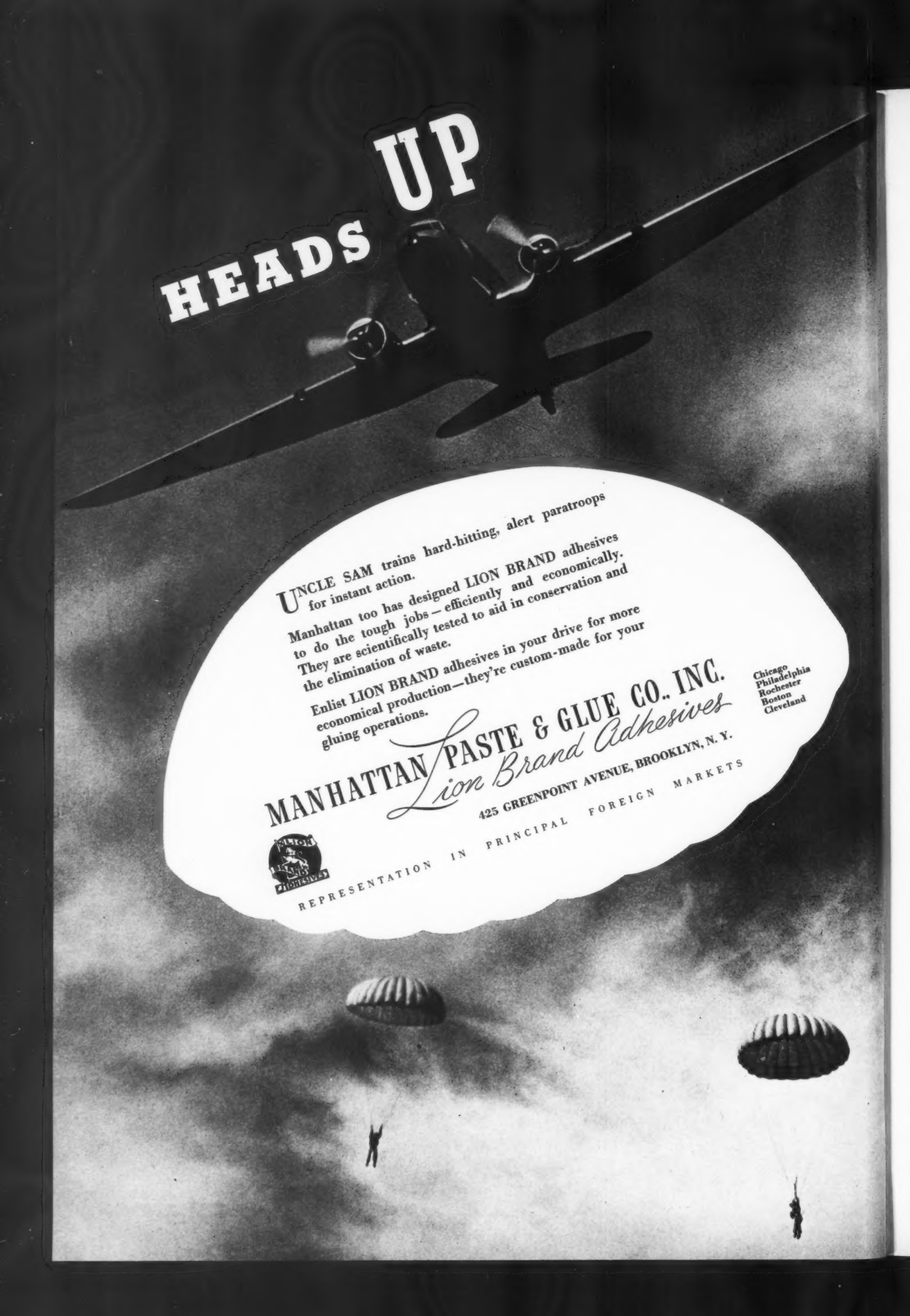


These are only a few items of the complete line available from stock

CHICAGO PRINTED STRING CO.

2319 LOGAN BLVD.
CHICAGO, ILL.

225 FIFTH AVE.
NEW YORK, N.Y.


HEADS UP
UNCLE SAM trains hard-hitting, alert paratroops for instant action.
Manhattan too has designed LION BRAND adhesives to do the tough jobs — efficiently and economically. They are scientifically tested to aid in conservation and the elimination of waste.
Enlist LION BRAND adhesives in your drive for more economical production—they're custom-made for your gluing operations.
MANHATTAN PASTE & GLUE CO., INC.
Lion Brand Adhesives
425 GREENPOINT AVENUE, BROOKLYN, N. Y.
Chicago
Philadelphia
Rochester
Boston
Cleveland
REPRESENTATION IN PRINCIPAL FOREIGN MARKETS

Specialists in

OILPROOF

ANTI-CORROSIVE

WRAPPINGS

As the largest manufacturer of specialty packaging papers, we have long made anti-corrosive and oilproof wrappings for annular bearings and small machine parts.

Recently, at the request of firms in the aviation industry, we perfected a complete line of special anti-corrosive wrappings for the protection and long-term storage of all metal products.

These papers have proven anti-corrosive properties, combined with oilproofness, strength, pliability and moisture-vapor-proofness. They can be "tailor-made" to your specifications if necessary.

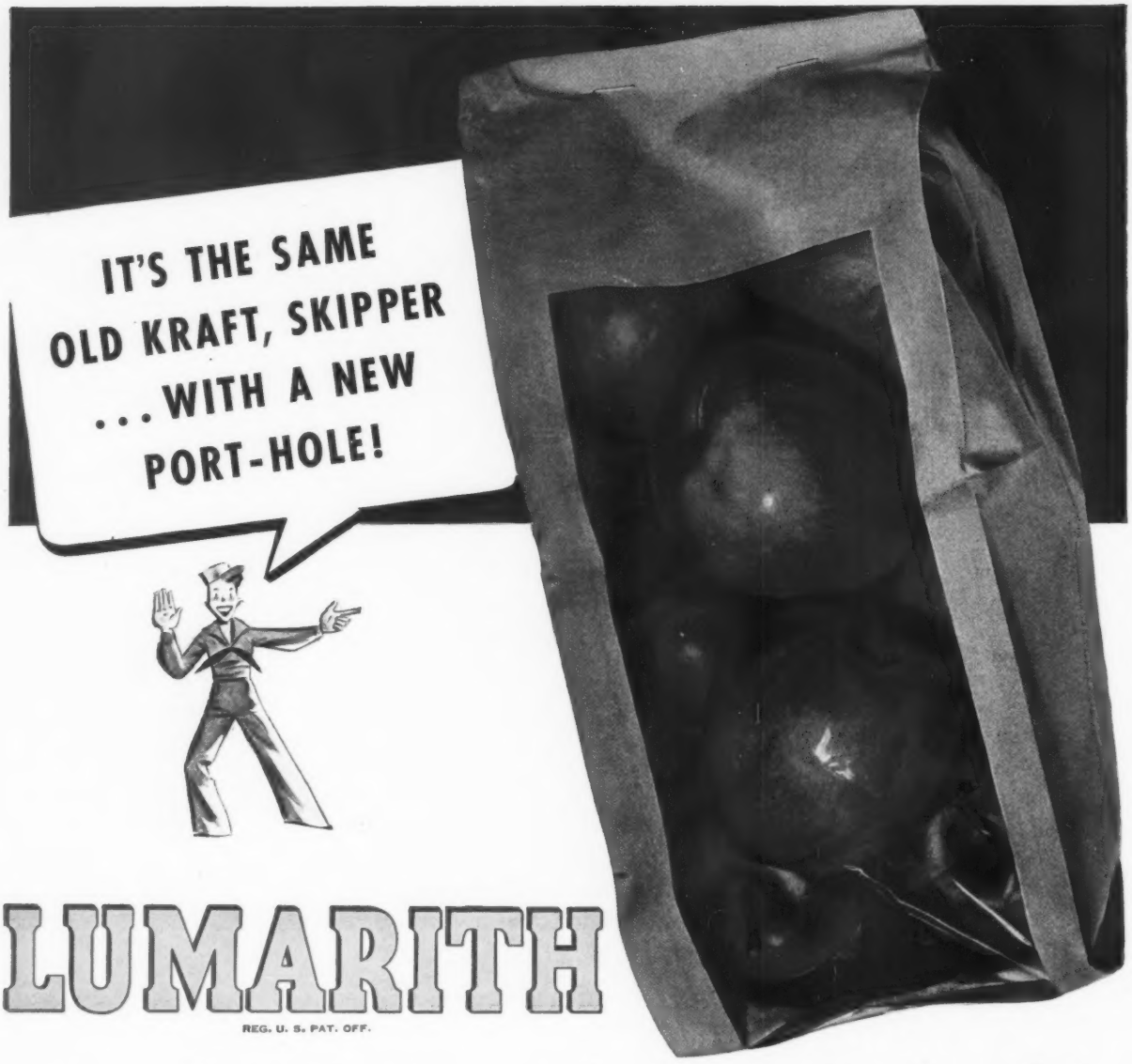
These papers meet the specifications in Section 16 of the WPB's new Specifications for Packaging Ordinance General Supplies, as issued May 7, 1942.

Write for Samples and Technical Bulletin **No. 94**

RIEGEL PAPER CORPORATION

342 MADISON AVENUE, NEW YORK, N. Y.

65



LUMARITH

REG. U. S. PAT. OFF.

does this wartime job with 3 big benefits:

Want to speed sales of bulk items in super markets and other outlets? Kraft bags with transparent Lumarith windows are doing wonders! And not the least wonderful feature is this: since Lumarith never dries out with age, bags can be stored indefinitely 'til needed.

For Wartime Packaging Lumarith offers features that are solving many a ticklish problem. Lumarith is grease-proof and water-proof. It does not shrink, stretch, dry out or become brittle. It protects against mold, germs and poison gas. It is not affected by extremes of temperature or humidity. It has low permeability for oxygen and nitrogen, but is permeable to carbon dioxide. Celanese Celluloid Corporation, 180 Madison Avenue, New York City, a division of Celanese Corporation of America.

1 A LOW-COST PACKAGE

2 MOVES SURPLUS CROPS FASTER

3 BAGS CAN BE STORED

CELANESE CELLULOID CORPORATION

Worth looking into!

A pleasant surprise—especially one that will keep you in the packaging swim these trying days—is worth looking into!

And that is the Anchor Hocking glass package. Why? Because Anchor Hocking offers a variety of benefits—resulting from a long list of *new* developments. And the extra advantages of Anchor Hocking experience and facilities—yours at no extra cost—are particularly important if glass packaging is new to you, and you seek thoughtful assistance in getting organized and started in glass. When you employ Anchor Hocking you employ the services of its specialists in engineering, biological and chemical research. These men know packaging from A to Z.

Because one source of supply makes both containers and closures, it will pay you to get the complete package. Your friendly Anchor Hocking packaging engineer is also at your service if you wish the containers or closures separately.

Worth looking into! *Anchor Hocking Containers and Closures for* FOODS

For sorghum, molasses and other syrups, these five and ten pound containers are outstanding. Easy to fill, easy to handle, they provide your product with an excellent show case and give you a generous amount of labelling space. They are shown sealed with the Anchor AH-G Cap described below. Samples on request.

The Anchor AH-G Cap... excellent for products that do not require vacuum sealing. Has many unusual features including patented segmented thread. A counterpart of the glass thread, it provides uniform gripping and sealing. The AH-G also means less tilting ... more even liner pressure on glass sealing surface... no "jamming" or warping. Liners do not fall out, either through shrinkage or agitation. The AH-G is also less subject to damage to coating. Provides "draining" or "ventilating" action, which greatly minimizes corrosion possibilities.

ANCHOR HOCKING

GLASS & CAPS

ANCHOR HOCKING GLASS CORPORATION • LANCASTER, OHIO

SUCCESS DEPENDS UPON HOW MUCH YOU GIVE ...AND HOW MUCH YOU CAN TAKE IT!

Today, more than ever, life is a give-and-take affair! In friendships, in business, in fact in every human relationship, your willingness to give is as important as your ability to take it! We, of the Sefton Fibre Can Co., are happy that we're able to give to Uncle Sam, and are thrilled that we can be of service in aiding our country's defense. You, our customers and friends, in the face of priorities and shortages, have shown your ability to take it. Our boys in the Front Lines are giving all they've got...and taking it with a smile. We know...and you know...nothing is too much that we could do for them ...to make their vital job easier. Let's show them that we, too, can give...and take!

SEFTON FIBRE CAN COMPANY

Plants — St. Louis, Missouri • New Iberia, Louisiana

DISTRICT OFFICES: Los Angeles, San Francisco, Denver, Tampa, Chicago, Des Moines, New Orleans, Boston, Detroit, Kansas City, St. Paul, Omaha, New York, Cincinnati, Cleveland, Oklahoma City, Pittsburgh, Memphis, Nashville, Dallas, Houston, Salt Lake City, Seattle

A STAR-SPANGLED CHRISTMAS

IN '42

THERE'LL always be a Christmas seal to add the Holiday touch to workaday merchandise, to lend the magic of gift-giving to a war-torn world. Christmas is an eternal verity that men cling to in all climes and circumstances. Come to Cameo for the kind of printed, die-cut and embossed seals, tags, labels, etc., that will make Christmas mean more to *your* customers.

CAMEO
DIE AND LABEL COMPANY
DESIGNERS and CRAFTSMEN
154 WEST 14th STREET
NEW YORK, N.Y.
WATKINS 9-8484

IN CANADA: CAMEO METAL SEAL & LABEL CO., LTD., 371 DOWD ST., MONTREAL

Sylvania Cellophane*

FOR CONSERVATION

TO-DAY effective packaging of perishables must more than ever avoid spoilage. **Waste is sabotage.**

Conservation is being accomplished now more than ever before with SYLVANIA cellophane.

Through its use manufacturers maintain their quality, and at the same time prevent waste resulting from staleness, loss of moisture, flavor, etc.

Ever expanding co-operation between manufacturers of perishable products and our sales and technical staffs is maintaining sales and avoiding waste.

Conserve with Sylvania Cellophane

IT MAKES WAR ON WASTE

SYLVANIA INDUSTRIAL CORPORATION

General Sales Offices: 122 E. 42d St., N.Y. • *Works:* Fredericksburg, Va.

Branches or Representatives:
ATLANTA, GA. 78 Marietta St.
BOSTON . . 201 Devonshire St.
CHICAGO, ILL., 111 N. Canal St.
DALLAS, TEX., 809 Santa Fe Bldg.
PHILA., PA. . 260 So. Broad St.

SYLVANIA CELLOPHANE

Pacific Coast:
Blake, Moffit & Towne
Offices and Warehouses in Principal Cities

Canada:
Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

* "SYLVANIA" IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION

Life COMES TO A CARTON!

CARTON FOR PRODUCT X WAS DULL, DREARY. USED TO SIT IN CORNER AND GATHER DUST. HAD NO FRIENDS BECAUSE OF NO S.A. LACKED PEP, SLEPT ALL DAY.

ONE LESSON FROM BROOKS & PORTER AND YOU SEE A TRANSFORMATION — NEW LIFE, ACTIVITY, GREAT HAIL-FELLOW, MAKES FRIENDS EVERY-WHERE. GOT PERSONALITY, NEW STRENGTH. CUT DOWN ON OVER-WEIGHT BOARD, STEPPED UP S. A.

Try the Brooks & Porter course on your package. No matter how indifferent your sales, a new Brooks & Porter treatment can provide a carton to stimulate them right up above your quota.

BROOKS AND PORTER, INC.

304 HUDSON STREET NEW YORK CITY

"CEL-O-SEAL" BANDS PROTECT—AND CONSERVE—THE CONTENTS OF PACKAGES...

▶ **TODAY** when Conservation is vital to the nation's war program, small "Cel-O-Seal" bands make an important contribution. On wine, drug and medicinal packages, they secure closures firmly in place; hence—

1. Keep the product in, safe from evaporation, and
2. Keep destructive or harmful influences out.

"Wind-O-Band" seals—the kind made for distilled spirits packages—provide this protection, too; and, moreover, protection of U. S. Government Tax Stamps.

"Cel-O-Seal" also "tops off" glass packages attractively, provides individuality—and often a "second label"—for the bottle or jar that wears it.

CEL-O-SEAL
TRADE MARK
BANDS

Sold by

E. I. DU PONT DE NEMOURS & CO. (INC.)
"CEL-O-SEAL" SECTION
Empire State Building, N. Y. C.

ARMSTRONG CORK COMPANY
GLASS & CLOSURE DIV., Lancaster, Pa.

I. F. SCHNIER COMPANY
683-89 Bryant Street, San Francisco, Cal.

"December 25? Sure, I'll be there!"

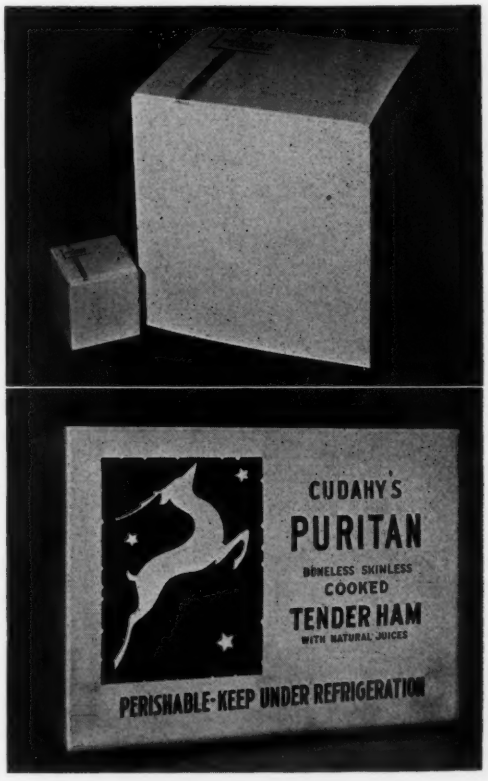
Combination Corrugated Gift-Shipping Boxes are on "Approved" List
To surround your product with a true "Christmasy" atmosphere . . . to merchandise effectively . . . to promote economically . . . *use corrugated gift boxes this year.*

Then you will capture the traditional gaiety of smart seasonal packaging without extensive or expensive changeovers. Then you'll gain the true economy that comes when *one* packing operation and one corrugated box *protect* your product in shipment, *promote* it in retail outlets, *present* it to the ultimate receiver.

Embossed Corrugated Gift Boxes . . . Also Ideal for Department Store Deliveries
Here's an embossed gift box that is extremely smart and practical. Easily set up, it provides protection from start to finish . . . eliminates need for outer wrappings. It is available in a wide range of sizes. Send for samples; they may be just what you're looking for.

Stock Designs Are Economical and Effective
To a regular corrugated shipping box add an all-over stock pattern, a design symbolizing the season, and you'll never know it's the same box. Neither will customers. You can give them what *they want*, and get what *you need*, with a minimum of expense by using H & D stock designs. Ask us about them.

What To Do. H & D's staff of Package Engineers is ready to help you solve your Christmas packaging problems efficiently, effectively, economically. A request for sample boxes, or for the assistance of H & D Package Engineers will be answered immediately.

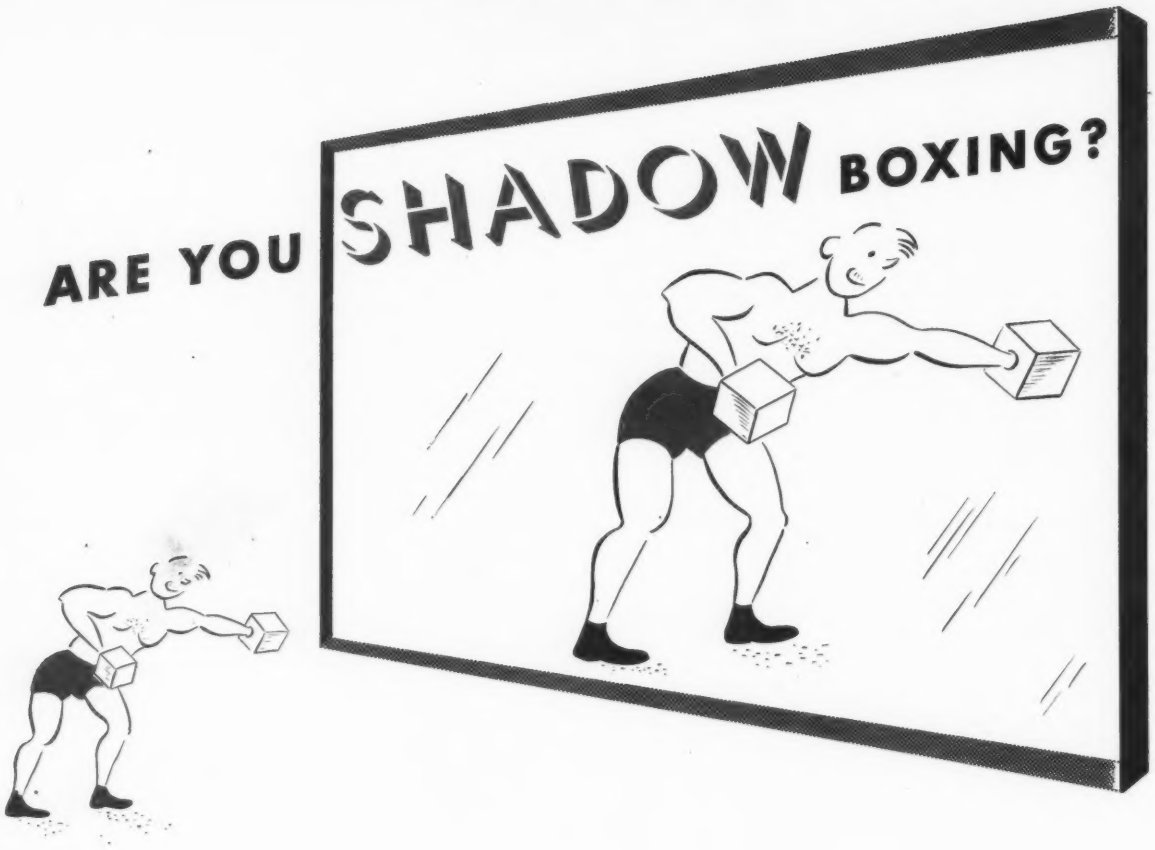


HINDE & DAUCH *Authority on Packaging*

4211 DECATUR STREET, SANDUSKY, OHIO

FACTORIES IN BALTIMORE • BOSTON • BUFFALO • CHICAGO • CLEVELAND
DETROIT • GLOUCESTER, N. J. • HOBOKEN • KANSAS CITY • LENOIR, N. C.
MONTREAL • MUNCIE • RICHMOND • ST. LOUIS • SANDUSKY, OHIO • TORONTO

ARE YOU SHADOW BOXING?



The all-important support of our war program has brought numerous dislocations and problems to the packaging industry. Many of them have been solved, and worthwhile progress is being made on others. The results will bring lasting advancement and benefit to package users throughout the nation.

Perhaps your carton supply problem is only a shadow. It may be taking too much of your valuable time—time you should devote to the special problems of your industry.

Let us relieve you of the packaging burden. Our plants now supply a wide variety of military and civilian needs. Our contribution of forty years to the development of paperboard packaging, together with a trained and experienced staff, are at your disposal.

THE OHIO BOXBOARD CO.

RITTMAN, OHIO

SALES OFFICES: RITTMAN CLEVELAND PITTSBURGH NEW YORK CHICAGO

MODERN PACKAGING

JUNE 1942 VOLUME 15 NUMBER 10

There'll always be a Christmas

PHOTO, COURTESY "EXPRESS YOUR GRATITUDE."

It was Christmas Eve 1917, somewhere in France. Men in the AEF were calling at their Army Post Office for gift boxes that came from home—not very big ones to be sure, because official specifications regulated the size—but boxes containing sweets, chocolate bars, tobacco, knitted woolens, writing paper, razor blades—little luxuries and necessaries in the life of a soldier.

One of the men who was there told about it the other day. "There was some kind of preserve or jam in mine," he said. "To this day I've never tasted anything so good."

The United States is again at war. By Christmas 1942, millions of our men will probably be overseas. Wherever they are—Iceland, Ireland, Africa, Australia, India—their home folks will be sending these holiday tokens—not big gifts, but delicacies that will mean a lot when you haven't had much sugar for months.

In wartime, too, people on the home front are more apt to give generously, because in times of stress there is a greater expression of sentiment and affection.

That's why there will always be a Christmas. The 1942 holiday season will be a different kind of a Christmas from other years and during the last month Modern Packaging has been scouting the country to find out what kind of a Christmas it is going to be from a packaging standpoint.

There are two schools of thought on the subject. First is the one which believes there will be a bigger Christmas season than ever, because of the hundreds of thousands employed in war industries who will have more money to spend than they have had in years—and just generally because when the holiday season rolls around in wartime, human psychology is such that the uncertainties ahead make people want to get the most happiness out of the present moment. This school has gone ahead with plans in anticipation of large holiday business and is already purchasing large quantities of gift packaging materials.

Those opposed to this line of thought believe that instead of an increase in buying there will be curtailment due to increased taxation, higher rentals, decreased quantities of consumer goods due to restrictions on raw materials. They argue that many more people are making big salaries, but that the rising costs will eat all this up and they won't have any more money to spend. They are skeptical about planning too far in the future because of further government restrictions on production, the possibility of price ceilings and the conversion of industry to war effort. They are very much worried over what stores are going to sell, if continued restrictions are put on more and more consumer goods. A little bombing wouldn't help any, either, they feel. This feeling is somewhat evident on the Pacific Coast, where the Jap attack on Pearl Harbor

and the Philippines last December was reflected quickly in the holiday trade.

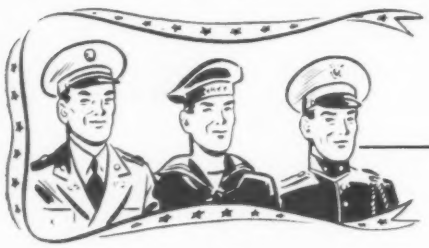
It is difficult to forecast this year with any definite degree of certainty, but in spite of everything Modern Packaging believes that from the majority of opinions obtained those who prepare now for a reasonably good Christmas season will be mighty glad of it later in the year when restrictions on materials become more pronounced and not only packaging goods but consumer goods become tighter.

The truth of the matter with regard to packaging materials is probably this. Suppliers of gift packaging materials—fancy paper manufacturers, box makers, ribbon and tie makers, novelty container manufacturers—already have their stocks on hand. These stocks were made up well in advance of present packaging difficulties. They are ready for the gift trade. There may not be quite as many color ranges, quite so many sizes and shapes and there may not be so many transparent containers, so much cellophane, or much metal or plastics, but still there are many beautiful supplies available. It is very unlikely that such materials already fabricated will be requisitioned by the government, because they would be of little use as war material and are worth more as gift packaging supplies than as salvage to be made into something else.

Such materials are being bought up quickly by packagers who are confident that 1942 will see good Christmas business. There is probably enough on hand to go around for the balance of the year. Packages made from these materials will be as beautiful as ever and to the casual observer the gift counters for 1942 will probably not look so different from those of 1941. There is probably less of a shortage of such materials than the more utilitarian materials used for protective packaging of vast quantities of products which must be transported in the war program and which were discussed extensively in May Modern Packaging.

One cosmetic house said that they would have more beautiful packaging than ever this Christmas. Naturally, they won't have metallic foils and other new metal materials, but they say they have in stock and on order sufficient quantities of packaging supplies to carry them through 1942 without much visible change of their packaged lines. Next year's situation they cannot foresee—but the present year they regard as sort of a "Last Rose of Summer" and are going ahead to make this last packaging splurge for the duration.

There is this to remember, too, about ordering early. If the stock in a package supplier's warehouse is now on hand you have a chance of getting it. If you wait until later it may be gone. It is a seller's market, because after existing supplies are gone, it may be impossible to make more. The reason is this. Many companies are quickly being converted to war industry. As this part of their business increases and it undoubtedly will, the less of their production capacity can be devoted to such supplies as gift packaging. For example, several of the glazed paper people are working to perfect protective papers for the packaging of foods. When this production gets underway, there will be little chance for new gift materials.



For men in the services

First and foremost this year will be gifts for men in uniform. How many cannot be told, but it is safe to say several million. Gifts for them will differ from those they received in peacetime in that they will be, for the most part, articles that can be used up quickly, like sweets and food delicacies—things not on the usual military bill-of-fare—and other small items that can be carried easily, like pocket knives and toilet goods.

Practically every department and specialty store in the country offers some kind of gift service for men in the military services. Items going into these military gift packages should have a record sale, according to all reports. Many of these gift packages will be wrapped at home with loving care and, along with the razor blades, stationery, hair lotion, will go home-made cookies, candies, cakes, jams and jellies, all carefully wrapped in fancy gift papers and ribbons.

Many more will be packed and sent directly through the various agencies organized for this purpose. Many of the large department stores in the larger cities have canteen departments of their own where customers may select whatever they want to be sent and the store assumes the responsibility of the gift wrap and the shipping.

There are also several well set-up organizations which make a business of taking orders, packing and shipping this type of package. They have made a study of what boys in camps and in foreign service want most and what they spend most of their money on. In the packages are included an assortment of these items, the quantity and value depending upon the amount of money spent on the package.

Among the better known of these organizations is "Parcels for the Forces." This organization was started by an American in England at the outbreak of the war. Before introducing the service in this country, he packed and shipped something like 2,000,000 such packages to men in His Majesty's Service. With that experience as a background, he started a similar service in the United States for our armed forces. Since that time he has assembled, packed and shipped some 250,000 packages and expects to send at least 350,000 more before the end of 1942.

Some 200 department and specialty stores throughout the country are now using his service. A booth is set up in the store, stocked with sample assortments. The customer makes a selection from these assortments. The order is then sent to the head office, filled and shipped. A record is kept of where it is to go and who sent it. Delivery is guaranteed to territory occupied by the United Nations in any part of the world. The price of the package includes cost of shipping, customs, insurance against war risks. If for any reason a package is lost, a duplicate is on its way within two days after loss is reported to the home office.

The service is available to any department or specialty store and is not limited to one in a city. It has the advantage of being able to take orders without need of the store stocking any of the merchandise, since all packages are sent from a central warehouse, and all orders are taken from the samples set up in the store's booth. This eliminates considerable overhead and service trouble. A number of industrial and commercial

organizations have adopted services such as this to remember men who have joined up from their companies.

Leonard Morris, director of the service, believes that his past experience in England has enabled him to include in the assortments what the boys appreciate most. They want, first, food delicacies which they can share with others and, second, something of their own that they can keep. Therefore, in a package which costs under three dollars, this organization includes in addition to cake, several kinds of candies, jelly and marmalade, a mending kit with scissors, five double-edge razor blades, a toothbrush and a steel mirror in a case.

All food items must be packed, of course, to withstand almost any kind of weather and there can be nothing perishable in the packages. If packed well in heavy 275-lb. test corrugated board used as the shipping container, they have found all goods receive sufficient protection. These soldier packages range in price from about three dollars to twelve dollars including all delivery charges. Every effort is made to dress them up attractively with inner packaging of fancy papers, ribbons, etc. In the past a generous amount of cellophane has been used, but if restrictions call for the elimination of this, other protective packing will be used. Everything is done in compliance with Post Office regulations on size and weight of postal packages.

Right now this organization is including with its assortments to Australia, many woolens—scarfs, sweaters, wristlets —because the winter season is now starting below the equator. Because of customs regulations all cigarettes must be sent separately.

"Parcels for the Forces" is sending hundreds of gift ration packages every week to civilians in England. These contain mostly foodstuffs which are difficult to obtain in Great Britain where present rations are two ounces of butter, two ounces of tea, four ounces of bacon, two ounces of cheese, twelve ounces of sugar weekly. A group of these products is shown in the illustration. They go mostly in tins, except the bacon which is packed specially in a protective tar paper. Among the more popular items are tinned butter, lemon juice, canned meats, canned milk, powdered eggs. These packages range from about $3.50 to $10.00.

All packages are made up of assortments of well-known branded merchandise in standard-type packages, carefully packed in corrugated shipping containers.

Specifications for the shipment of packages for the armed forces outside of the United States and for civilian friends in England are set by the Post Office Department under specifications which apply to all foreign mail.

These rules at present say no package that weighs more than eleven pounds, nothing perishable and no packages more than 42 in. overall girth, length and width. Such regulations are subject to change, of course. Men in military service outside the United States are not allowed to receive more than one package a week. Civilian ration packages may be sent to

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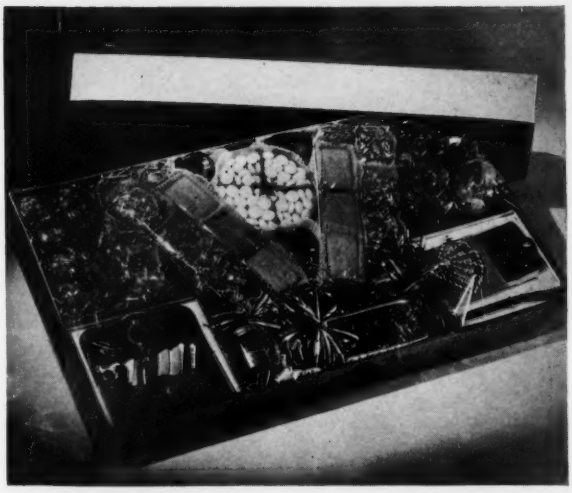

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1. Soldier assortment like this containing sweets, jams, cake, cookies, mending kit, razor blades, tooth brush, steel shaving mirror, sells for under three dollars. 2. Service booth in department stores where customer may order package, including all shipping charges for under three dollars. 3. Gag postcards, popular item, are packed in mailer gift carton, and distributed by Stationers Specialty Corp.

4. *Popular items in civilian gift ration packages to Great Britain are tinned butter, lemon juice, canned meat, canned milk and powdered eggs. Bacon is wrapped in tar paper.*

the same person not more than once monthly. Domestic postal specifications apply for all mailings to men within continental United States.

No dates for Christmas mailings can be released by the Foreign Section of the Post Office due to military secrecy of sailings. However, those planning on this type of business should plan to have them ready to go, say—September 1 for Australia, India, Egypt; November 1 for Iceland and Ireland; November 15 for Alaska, and comparable dates for various other parts of the world.

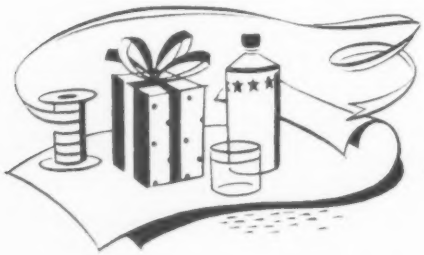
Items liked most by men in service, compiled from lists of products which men in camps spend the most money on at camp post exchanges and from records of sales of service men's assortments in stores, are:

cigarettes and tobacco	scrap books
candy	cameras
toilet goods	radios
razors and blades	wrist watches
fountain pens	phonograph records
ink	batteries
brushes	ties
shoe polish	pipes
stationery	games
flashlights	foot powders
pocket knives	mending kits
saddle soap	cleaning fluids

Most of the items which the boys like most are standard packaged merchandise. If specially packaged, a folding carton or some sort of container that can be thrown away is best, since there is no place for re-use containers.

Another service which has made headway in leading department stores in 110 cities is called "Express Your Gratitude" campaign. Through this promotion, a group of combination gift boxes containing articles and edibles have been gathered together in one convenient place on the main floors of leading department stores. This service eliminates the trekking from one department to another and the wracking of brains to think of the right things to send, based on surveys at various camps and naval bases. The assortment packages range in price from $1.50 to $25.00, and are shipped in cooperation with Railway Express.

This service has an added feature in that it includes gifts for nurses and other women in the services, including such items as stockings, undies (regulation and approved colors)—curlers and small cosmetic kits. The purchaser may select her own purchases and have them packed by the service in accordance with definite specifications. The gifts are attractively wrapped with fancy papers and ribbons ready to send.



Paper, boxes, ribbons

Fancy paper is the bulwark of gift packaging. In spite of all shortages, reports from producers of this type of packaging material indicate that for the 1942 holiday season at least, there is plenty available.

Most producers stocked this paper early in the year in anticipation of a normal holiday season. Then came the restriction orders and all the promotion to save material. Consequently, orders have been far behind actual stock on hand. There are even many beautiful sheets on hand already printed with metallic inks and are available since they were made up long before the freezing order came on aluminum and bronze ink powders which prohibited their use in printing.

However, no new designs could be printed with gold or silver inks after May 31 and any ink powders on hand after that date could not be used by the printing industry. Thus, any packager who is fortunate enough to get some of these beautiful stocks will be mighty glad, because after existing supplies are gone there will be no more for the duration.

Certain sources claim there has been too broad and literal interpretation of government orders in regard to packaging materials and the consequent publicity has been to create too much fear in the minds of potential buyers of gift packaging materials as "non-essential" or "fancy" packaging. The result is that instead of making plans and purchasing existing

stocks now, many are holding off. Such a policy may prove short-sighted in the long run in that many will wait until the last minute when none is left. A visitor from Canada reported the same situation in that country, but that the government there has taken a more lenient attitude toward the use of existing supplies for gift packaging.

Everybody expects a shortage of consumer goods. Such items as golf and tennis balls, fishing equipment, silk stockings and lingerie, radios, phonographs, cameras, watches, clocks and many other items usually important on gift lists, will no longer be available for the civilian shopper, but in spite of that sales of all available consumer goods will be large and people will have the money with which to buy them.

With effective packaging there will be a marvelous opportunity this year to take products of a relatively ordinary nature and make gift items to take the place of scarce ones.

Colors of packaging materials may not be quite so varied as in other years and some companies have clung to time-tested design, because they have not been able to see a new design trend ahead. The very fact that there is no definite fashion trend to follow should make it even easier for the purchaser of existing supplies to devise a distinctive and individual package, no matter what the material.

Louis Dejonge & Co., for example, state that they have larger stocks on hand this year than in many past seasons. The designs, however, are smaller in range, 90 in number in comparison with 120 in other seasons. Their color range for these designs has been reduced from 12 to 15 to 8 to 10.

They have a wide line of both very feminine designs and those planned for the masculine gift trade. The feminine lines include English garden bouquets, American beauty rose and lace patterns. The influence of Victorian motifs is also very strong as shown by many stripes and pen flourish designs. Early American design and patriotic red, white and blue motifs continue to be popular. Among the mannish type papers are the wood grains, the airline stripes and deep-toned browns, maroons and greens. Many of the stores and cosmetic firms for whom they make special papers have repeated designs of previous years.

At Charles W. Williams & Co., stocks are plentiful now and include many traditional, patriotic, Americana and Victorian patterns as well as some of the novelty papers of the moment. For men's gift packaging they offer khaki, navy blues and air-force grays.

While they have the stock, they are not too optimistic for the future, because they feel unless packagers who are going to need this material for their holiday lines get it now, they are likely to be out of luck because of the difficulties of transportation facilities which may be frozen any day for civilian deliveries. Even now trucking service is somewhat restricted, due to tire rationing.

From practically every paper company comes the same story that there is no shortage of gift lines.

The Marvellum Co. wrote: "We believe that there will be just as many Christmas boxes made with Christmas designs and with Christmas colors as there ever have been, unless there should be definite restrictions along this line from Washington later. We do not, however, foresee at this time any of these restrictions.

"We do not believe that the pulp situation is going to interfere with filling orders on regular box cover papers during the year, although again we do not know what restrictions may come later. It would seem to me that we are going to be able to purchase all the book paper body stock for covering papers which we will need at least for the balance of 1942. We can see absolutely no shortage in the paper body stock for some time to come."

Hampden Glazed Paper and Card Co. wrote: "What colors will be substituted for metallic inks is hard to say, but there will eventually be some kind of substitution. It may have metallic characteristics, but it is as yet too early to say. The color situation with regard to blues, yellows and browns, too, can be told better in another month or so.

"The pulp situation has eased up quite a little so that it is less difficult to purchase the required paper today than a month or so ago. Whether this condition will continue, is hard to say, but we have a feeling that there will always be pulp and paper for general use, no matter what the war condition may be.

"So far as fancy converting paper field is concerned, defense contracts so far are in the minimum. There are prospects, however, that certain new types of protective papers will be manufactured ultimately by this group of converters, not only for defense contracts, but for food wrapping consumption. Just how this new business will affect that of decorated box papers cannot be foreseen as much depends upon the attitude of the government toward the boxing and wrapping of general merchandise."

Nashua Gummed and Coated Paper Co. have designed all of their 1942 Christmas paper with the anticipated restriction of metallic inks in mind. In all cases where they have used silver it is entirely possible to substitute gray or light blue ink without hurting the design. They say red is still the dominant color for Christmas papers and consequently use a lot of red in all of the designs. Among their new designs is a novel use of cut-out figures against a colorful background, a new pictorial by a Russian designer reminiscent of pre-Soviet Russia with its little churches and sleighs. Another interesting one has a woodgrain background with Victorian figures suggestive of the horse-and-buggy era.

In regard to the paper situation, Nashua wrote: "Converting grades of krafts and sulphates, which we use principally as a base for our semi-waterproof line, are difficult to obtain and are on an allotment basis. Sulphites and groundwoods which

5. Non-woven ribbons of rayon make the "V" and the three dots and a dash for this Victory wrap, as well as for the spiral decoration for a wrap on a package shaped like a gun shell. Both make timely Christmas wraps that are distinctive and unusual. Courtesy, The Fibre Cord Co.

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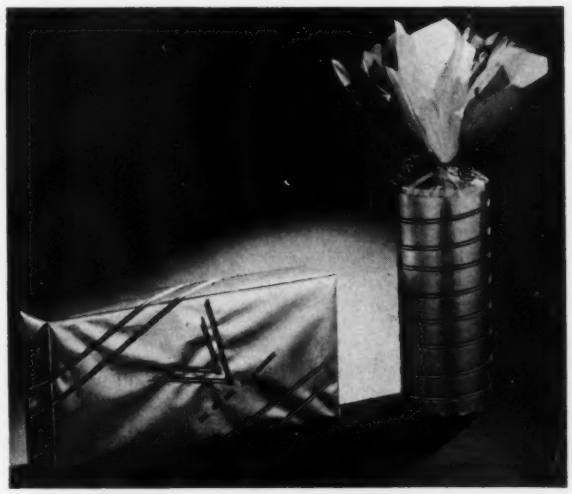


we use as a base for Christmas, glazed and mica sheets are at present relatively free, but may not be as plentiful by the end of 1942, due to increasing government demands."

Box situation

Outstanding makers of utility and re-use gift boxes report very much the same situation as the paper companies. They apparently are well able to supply their customers for the 1942 trade and at the moment there has been no way in which their production facilities could be turned over to defense items. Therefore, many beautiful containers have been made and are available. Other companies, however, have had so much business in this line that they can't keep up with their orders. Harlich Mfg. Co. is in this situation. In many instances they have developed boxes this year from less critical materials.

For example, The S. K. Smith Co. reports that the grayboard used for the carcasses of many of their boxes is more free and easy to obtain now than last fall, since no chlorine or other essential war material is involved in bleaching or other process. Cork welt on the underside of the lids of these boxes is more easily obtained now from waste cork of which the company recently had a source of supply offered almost direct from the Navy Department itself. Certain colored box coverings are difficult to get, but there are still many solid color coatings available. Rubber impregnations have been eliminated, as have gold foil for stamping, use of gold bronze, and other metallic effects.

This company reports a design trend toward a more dignified type of package. They are using enameled wood in place of plastic lifts and ornaments, and planning most of their packages around a cloth or fabric type of hinge to eliminate metal. Also they use wood profusely in lock-cornered frame construction with tops and bottoms of grayboard on which there is little restriction.

Dennison Mfg. Co. has noted a tendency for former users of plastic or metal boxes to consider the possibility of paper boxes with rounded edges, corners, etc., but so far actual substitutions have been very few. They have been making many straight-sided, set-up boxes to take the place of boxes previously made of metal. They have noticed considerable standardization of box sizes particularly in the department store field. They feel that there will have to be changes in basic designs as colors become hard to get and these will probably not show up in gift lines until late in the year.

An increasing amount of their production goes into war work which means that less and less will be available for civilian use.

Ribbons, ties and labels

Ribbons made of silk and cellulose are pretty much out, as everybody knows, for decorative packaging. In their place are cottons and rayons. The Fibre Cord Co. reports, in addition to cotton ribbon, a new line of non-woven ribbons made of rayon. In ribbons they report a strong influence of military design. Chicago Printed String Co., in addition to its production of millions of yards of tapes for utility purposes, has made considerable cotton decorative ribbon for gift packaging accessories.

Labels on gift packages have always been lavish with metallic inks. The restriction order has made label manufacturers turn to new ways of making decorative and other types of labels. Along with some samples of very attractive one- and two-color embossed labels which give the effect of delicate lace work, the Foxon Co. sent a very clever idea which was worked out some eight years ago by a liquor firm. It shows how a very attractive design can be made with comparatively little material.

This particular label was made on brown kraft paper with an irregular border to resemble a charred keg. The center was a graduated half-tone effect. Lettering was made to resemble a burning brand. It was a one-color job on a cheap paper.

"The artist used his head and that is why the future burden of packaging is going to fall on the designer's shoulders and packaging people can no longer think in terms of buying labels at so much per M," the letter stated. "If they want to keep their package in the limelight of public acceptance, they've got to get a good designer." This company forecasts the trend in the candy trade toward the use of a standard package, helped out for the holiday season with ribbon cards and fancy bands "It is pretty safe to say that their standard package is going to be likewise their Christmas package with a little embellishment here and there," states the Foxon company. "As we look at the Christmas problem, the majority of gifts are going to be to the boys in the service and utility will be stressed far greater than beauty."

Transparent and cellophane packages

This story is only too well known. Unless you are lucky enough to pick up some transparent boxes in stock or from a jobber, there will be no new packages of this type for the duration.

"About all we could hope to offer in the way of Christmas material might be a Christmas design printed along with the regular printed matter on a cellophane wrapped package," wrote Shellmar Products Co. "On foods and other products for which cellophane has not been restricted, this would not represent a non-essential use, but an essential use augmented with printing to carry the holiday spirit. On the other hand, there is a possibility this might not be permitted if the ink situation became tight. We intend to offer a line of holiday bands printed on paper and having a high lacquer."

The Dobeckmum Co. wrote: "We may be able to offer stock Christmas bags of cellophane if they replace the standard package. According to our interpretation of this order, this would be permissible, but over-wraps, Christmas bands, etc., are prohibited."

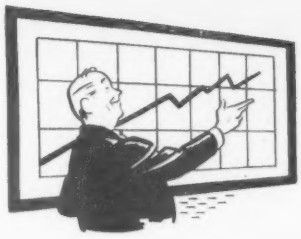
Glass and pottery

Perfume bottles of many sizes and shapes will be seen on the counters this year. Most of the custom molds were ordered long before the present situation. The situation may not be the same in another year.

Pottery will be seen for a number of makes of domestic cheeses, for toiletries, cookies and cakes, and in some cases for cordial and liquor bottles. The latter will add a decorative note since extra packaging is restricted for liquors.

Lithography

Lithographers who print box wraps say that the season is slow in starting on holiday work this year, probably due to uncertainties of their customers in obtaining merchandise for their holiday lines. However, they are in a position to produce when the orders come through. "When everything is considered," the U. S. Printing & Lithograph Co. points out, "there is not going to be much saving by eliminating the Christmas package as the purchaser is much more willing to carry a bright package away from the store than if she has some drab affair to lug around. This helps the delivery problem which is going to be most important this year."



Forecast of 1942 gift lines

To the average Christmas shopper, many packages in gift lines on the counters of the nation's retail stores will look pretty much the same as other years. There is a tendency on the part of those who have goods to package to take one last fling this year before further anticipated restrictions set in by the end of this year. Many packagers, particularly in the cosmetic field, are banking on an increased purchasing power and the demand for every kind of consumer goods available. They will be ready to supply this demand when the time comes. Some of the big cosmetic houses like Elizabeth Arden, Hudnut, Bourjois are in this category. All of these companies have their gift lines for 1942 practically ready. They admit this may be the last year, that essential raw material ingredients and packaging supplies may be out by the end of the year, but are making the most of existing supplies.

Other smaller houses have also taken advantage of the availability of existing packaging supplies or have gone ahead with new designs which incorporate features which will not be affected by shortages.

One has eliminated all color for its boxes of "Beau Catcher" perfumes and eau de cologne distributed by Al Rosenfeld, Inc. These striking boxes are done completely in black and white. The perfume set-up boxes have a black background and the design in white. The base of the box is white. The folding cartons for the eau de cologne are white with the same design printed in black and have soil resistant finish.

Another new line of cologne called "White Lilac" has been introduced by Jaquet. The bottles have been designed after the graceful lines of a seventeenth century Persian vase. They are sprayed with an opaque lacquer which gives them the effect of very thin smooth plaster, and, of course, would be equally effective in color. A decorative closure feature was provided by covering a stock closure with a piece of smooth white doeskin, an effect in keeping with the seventeenth century character of the container. Trade and product identification are provided by simple labels affixed to bottles, paper powder containers and set-up boxes. The color of the labels is lilac, the same shade as the border around a Persian book, "Poems of Nizame," used in promoting the new line.

Milliner Sally Victor has introduced her own line of cosmetics, tying in the packages with her "Bluebonnet Blue"

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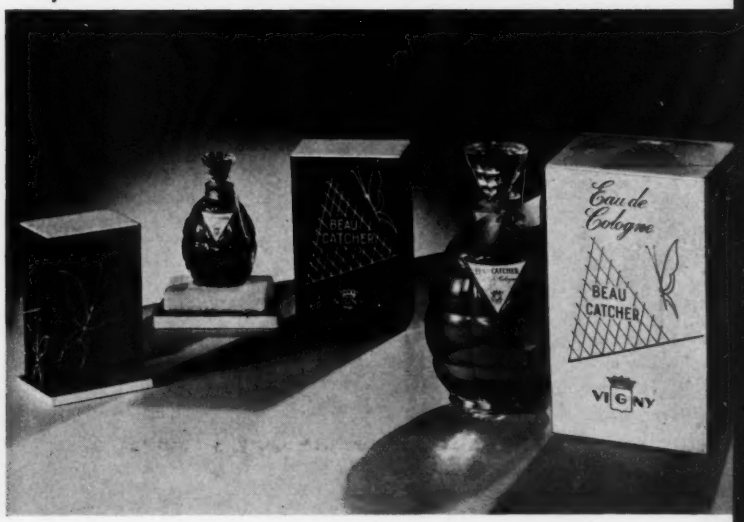

6. Orloff's Attar of Petals containers are designed after apothecary jars from the oldest "drug" store in America. 7. Beau Catcher perfumery will not be caught short if there is a colored ink shortage. These cartons and boxes show what can be done effectively with black and white only. 8. Jaquet's White Lilac bottles, inspired by seventeenth century Persian vase, have doeskin over closures.

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9. Sally Victor made wood closures to look like heads wearing hats for her Bluebonnet cosmetics. 10. De Vilbiss in answer to retailer requests puts atomizers in very feminine die-cut gift cartons. 11. LeLong's Castle Cologne is being continued and will be a leader in the LeLong line for the holidays. 12. Daggett & Ramsdell introduce soaps in this delicately embossed paper wrapped carton.

bonnets. The box labels and ribbon trim, tied like a bonnet over turned wood closures in the shape of a head, are all done in an orchidy blue. Usual feature is the clever use of turned wood not only for closures but for the bases of the outer containers as well as for the lid handle of the powder box.

The Americana theme prevails for the hand-painted containers of Orloff's new Attar of Petals toiletries. Inspiration comes from old apothecary jars in the historic Hugh Mercer Apothecary Shop in Fredericksburg, Va. This apothecary shop was the first in America and is now a national shrine restored by the American Pharmaceutical Assn. It was established by Dr. Hugh L. Mercer, who, later as General Mercer and friend of Washington, was standard-bearer in the famous painting, "Washington Crossing the Delaware." The new toiletries made their debut early this spring in the famous apothecary shop. The replicas of the old apothecary jars were also used as a store-wide display theme for the centurama celebration at Thalhimer's department store in Richmond. Fourteen windows and 32 departmental displays tied up fashion merchandise with the Attar of Petals toiletries. One of the windows, devoted exclusively to Attar of Petals, was dominated by a four-and-a-half foot replica of the Orloff bottles. In place of the label on this giant jar was a miniature diorama of the old Mercer Apothecary shop, lighted from within the jar. A special apothecary shop, complete with a salesgirl in Colonial costume, was arranged for the display of the product and similar arrangement will be used in other stores as a background setting for promoting the product.

The line includes cologne, toilet water, triple extract, bath essence in hand-painted apothecary bottles, dusting powder in a large apothecary jar, with refills. Because of the hand-painting, the bottles show most interesting variation in keeping with tradition of the artists who created the early jars. Labels are hand-lettered on the bottles in an old-fashioned frame. Closures are wood. The bottles are particularly desirable because of their re-use features—may be used on dressing table, bathroom shelf or kitchen shelf for spices.

In answer to continued requests on the part of retailers for suitable gift packages such as are used for cosmetic lines, the De Vilbiss Co. introduced its perfume atomizers as well as its

medicinal atomizers in new dress. Since these packages were produced before the restriction order went through on transparent materials, many will be seen on perfume counters.

Since the cost of an atomizer to retail at a certain price is considerably higher in comparison with any cosmetic package selling at the same price, packaging presented a problem of developing a suitable container at a lower cost than that used for cosmetic lines, the company stated. For the gift lines, a folding carton with die-cut transparent window was selected appropriately printed with plenty of feminine appeal.

The general feeling of the cosmetic industry is one of optimism for the balance of the year 1942 at least.

"I believe that in our industry the volume of business is likely to be about the same as it was in 1941," said Ward Merner, creative department of Richard Hudnut, "with this very likely being the *last* year. There will be a trend from both the expensive and inexpensive items toward the middle group, since people accustomed to spending large sums of money are likely to feel they should economize because of higher taxes, etc., and those formerly with smaller salaries are moving up into the higher salary brackets.

"There should be a market for both luxury goods, with particular emphasis on goods in both brackets, which people feel are likely to become scarce in the future. I look to great simplification and elimination in all packaging in 1943."

As long as cosmetic merchandise is available, cosmetic manufacturers believe that people will turn to these items as gifts. A letter from Shulton, Inc., read: "Because people will be unable to spend money on automobiles, refrigerators, all kinds of electrical appliances for the home, this money will be spent partly on other merchandise available in stores. Then, too, we believe more gifts will be presented this Christmas because in wartime people become more prone to express their affection and ties of family and friendship are closer."

Many cigar, cigarette, and tobacco manufacturers, however, cannot make their Christmas plans far in advance this year for fear that restrictions may cut off special Christmas packaging entirely in their industries. For example, the ruling on the double wrap has eliminated gift wraps for cigars. These wraps formerly were furnished on the box by the manufacturers. Cigars this year as gifts will be individually wrapped by the individual purchaser or by the store when he purchases them, probably for a service charge. Cigarette companies in past years have most all used special holiday gift cartons for their units of 10 packages of 20's. At present plans are to continue this practice unless it should be stopped by government order. These cartons do not involve a double wrap since packages of cigarettes are encased in cartons anyway. Paper flats of 50's will soon replace metal flats and by the end of the year, gift packages of paper may very well be seen containing 100 cigarettes instead of flats of 50's. The replacement of other containers for cigarettes and tobacco is not yet clear, but there will be little metal and glass.

Wines and liquors

The government has ruled no holiday packaging for wines and liquors in the category that this is non-essential since a bottle of liquor with its label and closure is a complete package in itself. Any additional packaging would be considered double. However, if liquor is bought as a gift and is sent from a retail dealer, it must be sent in something. The dealer will perhaps have to supply the box or else charge the customer for it. As a sales inducement, certain wineries and distillers may supply their dealers with holiday tags, bands, springs of holly, charms or some other decorative treatment which is not exactly a package, but will help to dress up the merchandise for the

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13. ***This fabric bag that looks like a red brick chimney is a clever idea for dressing up a standard year-round package.*** **14.** ***A holiday band for candy replaces cellophane and keeps package tamper-proof.*** **15.** ***Gift cigarette cartons like the one at top of photo will be used for 1942. Cellophane for containers of 50's (below) may be out.***

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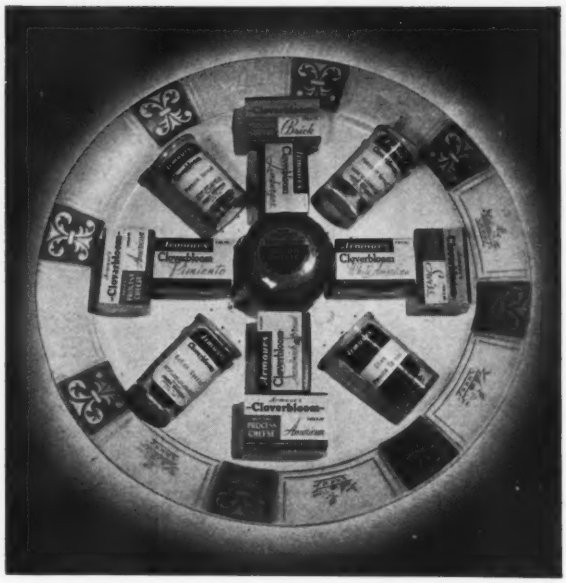

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16. ***Ham in a gift wrap may be a welcome gift idea to take the place of other consumer merchandise which may be scarce this year.*** **17.** ***North Pacific Nut Growers ship many gift packages of nuts like these. The story of how they are packaged will be found elsewhere in this issue in the article, "Nutcracker Suite."*** **18.** ***Cheese assortments in standard packages, packed with a wooden cheese tray.***

holidays. Other companies may offer certain types of premium merchandise such as trays, glasses, etc., or two with purchases over a certain amount. Here again, in view of availability of existing gift packaging materials, the government might take a more lenient attitude, since using up these materials would not interfere with war industry.

Hosiery

The hosiery industry, which ordinarily comprises one of the largest holiday volumes, has been too busy experimenting with a product to take the place of silk and nylon, to give much thought so far to the gift packaging problem. Many of the larger companies do furnish trade boxes with their products, but the gift boxes are usually supplied by the department stores. If a special novelty box is desired, it is usually sold to the customer with her purchase of hosiery as a separate item. Rayon and even cotton lisle hosiery this year might be glamourized if properly packaged. Holeproof Hosiery Co. solved their gift packaging cleverly last year with a red fabric bag made to look like a red chimney covered with snow. Since many package supplies are available in paper and box manufacturers' warehouses, similar ideas might be worked out by foresighted hosiery manufacturers to further the sale of merchandise ordinarily not so attractive as silk and nylon.

Food packaging

In past years many of the large food-packing companies have developed unusual gift assortments for the holiday trade. This business should continue as long as package suppliers have enough gift wrapping materials on hand which cannot be turned to valuable war industry. For example, the meat packing companies have developed many interesting package groups of this type. Even a ham wrapped in a gift package will be a very welcome gift this year and may take the place of other types of giving should there be a wider scarcity of consumer goods. One retailer told us that even a package of tea or fine coffee this year may make a most acceptable gift in view of dwindling imports of these products. Last year Standard Brands presented very beautiful printed-cellophane wrapped Christmas packages of Tenderleaf Tea. Since cellophane is not restricted in cases where it is a requirement for protection a similar package might be adopted for the 1942 season. If cellophane could not be used, a simple printed paper band with Christmas design could be made attractively.

Cookies and fruit cake are always an important holiday gift and will be more so than ever this year, unless there should be drastic rationing of sugar or other ingredients. Many of the large baking companies already have packaging stock on hand. You may still see metal containers for these products

in boxes which have been made up before the restricting orders went into effect, unless the government says no. Baking companies who do not have such supplies on hand or on order can readily find paper containers of all kinds available. With the many protective papers now being made, these will offer a very satisfactory package. But again, supplies should be ordered as soon as possible in order not to be caught short later on in the year.

As far as packaging goes, candy manufacturers are more or less in a class with the cosmetic manufacturers. They have planned their packaging programs well in advance and, although the year will not see many new things except a trend away from metal to more paper packages, the packages will continue to be glamourized. Since the fancy paper and box situation is still in good shape to supply the candy industry, they will undoubtedly make the most of it. A record sale is expected in the sale of candy and chocolate bars for gift boxes sent to the men in military service. Men in the armed forces seem to prefer this type of package—small snacks they can stick in their pockets when away from barracks instead of boxes of candy which have no small unit packages inside.

As for candy packaging on the civilian side, a typical statement came from W. F. Schrafft & Sons Corp.:

"Our 1942 Christmas line will be quite similar to last year's. No radical changes were made. As our plans were underway considerably in advance of governmental restrictions on the use of foil, cellophane, plastics, etc., the 1942 line will not differ noticeably from those in the past.

"Although the design motifs and colors of some of the packages are traditionally Christmas, the principal consideration has, in each instance, been to offer designs which made suitable and attractive gifts, regardless of whether they are tied in definitely with the holiday."

An interesting sidelight on the packaging of sweets comes from the Mission Packing Co. of Los Angeles. This company is one of the largest packagers of gift merchandise on the Pacific Coast. Their year-round showroom in Los Angeles is augmented during the holiday season by approximately 100 small stores opened in busy spots all over California. The shops are real gems, because the Mission people "package" the store as well as their fruits and nuts. Baskets, fancy boxes, crates and cartons fit into the decorative scheme like glittering ornaments on a Christmas tree. The melody of Christmas tunes floats out from behind the showroom partition to keep people in a festive mood while they select their gifts. During the season, Mission has as many as 1,000 employees working on the fancy packages and there were times last year when 25,000 packages were shipped by parcel post and express in a day. George Page of this concern feels that if things continue as they now are business will be good. A little bombing, however, would upset the applecart considerably, as did the effect of Pearl Harbor last December.

This company, however, is going ahead with its plans and has anticipated requirements so that it expects to continue attractive packages not only for the Christmas trade but to take care of year-round gift business. They have experienced difficulty in getting some packaging materials, but should be able to obtain the baskets, wood boxes, etc., that they use, as well as their paper board gift boxes.

A recent government order to conserve metal has forbidden all manufacturers of silverware to produce any more plated ware for the duration. In anticipation of this order and of the increasing production in silverware manufacturer's plants

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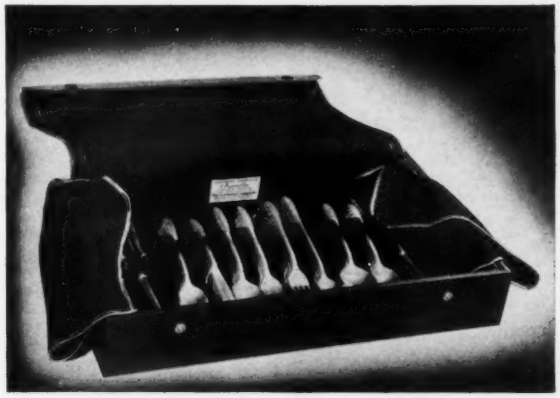

19. ***This chest for Gorham silver is lined with a patented tarnish-resistant material and has a flexible lid which can be rolled back to provide for convenient use in buffet drawers.*** **20 and 21.** ***Even such pedestrian items as kitchen gadgets, like this Swing-a-Way combination can and jar opener and knife sharpener, become gift merchandise when packed in a colorful set-up box with die-cut platform. Bright ribbon tie gives the box a holiday air.***

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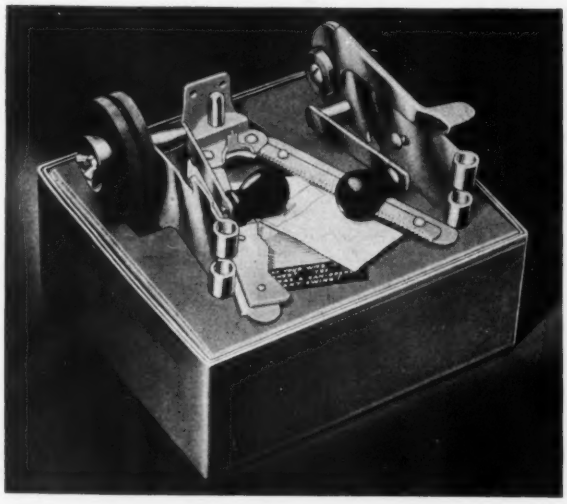

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22. *Last year Standard Brands presented Tenderleaf Tea in these unusual printed cellophane wrapped packages. Tea may be a great luxury by the 1942 Christmas. If cellophane were not available, these packages could be revised effectively with a Christmas design band.*

devoted to war industry, retailers have stocked up heavily on plated ware. Also civilian production in these plants will be devoted to the making of sterling silver. The increasing number of marriages and restrictions of production of much important civilian equipment such as refrigerators, radios, phonographs, automobiles should turn some of the loose money to this stock of silverware.

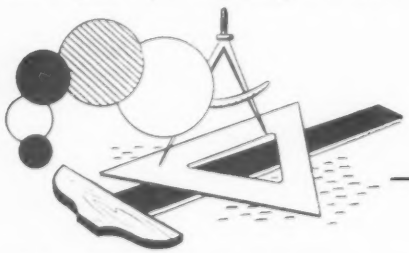
Purchasers of fine silver customarily buy it in a chest which will protect it. Most of these chests are made of fine wood and are still available. The Gorham Co. make a chest of wood covered with leatherette material and lined with a tarnish-resistant fabric developed especially for them by Pacific Mills. This container has the advantage of a flexible lid which can be snapped open and rolled back so that the chest may be kept conveniently in a buffet drawer.

The Pioneer Suspender Co. of Philadelphia is always watched closely as one of the most outstanding packagers of gift merchandise. Therefore, the way this company is going ahead with its plans will be most interesting to those who have not yet made up their minds. The letter from this company read: "1942 gift buying will probably exceed all holiday buying over the past ten years."

This company expects to use up all supplies from several seasons back. They are outstanding in the use of novelty plastic and leatherette, re-use containers. If it should be necessary to replace them, they would use glass, wood, wood compositions, new paper developments, paper molded pulp, pottery and other molding compounds such as plaster and others. Since the Pioneer line is a men's line, they will continue a variety of packages in traditional design and also a patriotic design, in a modified degree. They have packaged this year several items for men in service.

Many makers of hair ointments, shaving cream, shoe polish, razors and razor blades will have a large business. These items are not only purchased by men in service with their own money, but as indicated earlier in this article are very important this year as gift items. However, most of them will go in their standard cartons, because as items in gift assortments their regular package is sufficient and any attempt to add a fancy re-use container or fancy box only adds weight.

Candles are products for which cellophane is considered a non-essential packaging material. However, at Christmas time many candles are sold for decorative purposes as well as decorative candles as gift items. The candle makers had a little difficulty solving their packing problem without cellophane since each candle had to be protected from breakage and from sticking in case it got soft from excessive heat. It has been discovered that the problem can be solved by the use of cellulose wadding on both sides of which is laminated a layer of kraft paper which separates them from each other.



Color and design

Colors for the fall and winter season, like all other materials this year, will be governed by the chemical requirements of war production. In planning its fall fashion collections the Textile Color Card Assn. has adhered closely to its policy of presenting colors which have been passed upon by its Dyestuff Advisory Committee. As an aid to the conservation effort, the number of shades in this collection have been appreciably reduced. This information may be helpful to packagers who wish to tie in their gift lines with the current fashion picture.

A timely theme, United Victory Colors, is stressed. Names are taken from happenings and places in the headlines—Russian Green, Freedom Red, Dutch Tan, Turftan, Salute Blue, Valor Red, Cruiser Gray, Concord Wine, Australian Green, Patriot Green, Manila Brown.

These tones are rich muted ones, instead of brilliant shades, because it is believed that such tones may be more readily produced in view of forced shortages. Much consideration was given to the inclusion of brown because of its importance in fall sales and because of certain chemicals which are required for the dyeing of browns. After consultation with government authorities, however, it was considered possible to include brown for certain accessories, provided it was one which could be selected with dyestuff conservation in mind and promoted as an accessory color to coordinate with shoes, gloves and bag leathers.

Because of the lesser amounts of dyestuffs required for lighter shades, ten pastel shades will be included in fall collections: Daybreak Pink, Skyline Blue, Glory Yellow, Hope Green, Pursuit Gray, Hawaiian Lime, Coral Sea, Chinese Aqua, Atlantic Sand and Commando Blue.

Among the basic color families, greens are presented in several variations including Ocean Green, a sea-moss tone; Canada Green, a rich forest shade; Pacific Green, a dusty gray version, and Mexican Green, a soft bluish tone. Blues are interpreted as Alaska Blue, a frosty aqua tone; Gallant Blue, a swagger military hue, and Overseas Blue, a greenish deepwater shade.

No browns are shown on the color cards for rayon and woolen collections, but there are several smart light and

medium beiges and russet tones called Anzac Beige, Chile Tan, Filipino Tan, Russian Copper. Also figuring in the basic color line-up are American Wine, a light vintage tone, and Bomber Gray, a medium steel version.

The fact that the fall forecasts emphasize muted tones does not mean, however, that there will not be brilliant colors in the fall fashion picture. Colors are greatly sought after as a relief from military olive drabs and gray blues. Designers will make use of as much brilliant color as is available, yet because of the uncertainty of obtaining brilliant color dyestuffs and pigments, no basic trends can be forecast in these colors. This will give opportunity for much originality in using all types of bright colors that are available.

Designers generally feel that limitations on colors as well as other materials may be a great influence in setting a style of good taste. Designers feel that America has been suffering in many instances from an overdose of packaging material. Packages were dressed up lavishly without enough thought given to the job. In this respect, the need to conserve materials and to eliminate others will help rather than hinder the production of gift packaging. If it is necessary to use less, it will be used ingeniously.

Due to the restriction on cellophane, there will be seen more illustrative treatment of product on the outside of the package to take the place of visibility. More about this in another part of this issue. Because of the shortage of all kinds of consumer merchandise, many will use a new package to freshen up old stocks. Many more boxes will be die-cut to show contents when transparent packaging materials cannot be used.

The ruling on double wraps will probably see an increased use of corrugated boxes, enlivened for the season with appropriate traditional designs and colors. There will be a tendency to use the regular package with a seasonal label, sticker or band. Larger unit packages will be stressed rather than smaller ones. This is in line with the government's program of standardization of sizes and will be particularly noticeable for such items as wines and liquors.

Effective use of available colors will substitute satisfactorily for foil, metallic inks and the like. Even if there is a shortage of chrome yellows, the clever artist can create the illusion of yellow by juxtaposing several colors, none of which is yellow, similar to the way the artists of French impressionistic school did in painting. Three colors, in the hands of a good colorist, are sufficient for a variety of interesting, distinctive and individual designs.

A number of designers find there is a general feeling toward reviving the Christmas spirit of 40 years ago. Gifts will be simpler and there will be less sophisticated treatment in wrappings, less blue and silver and more red and green and old-fashioned designs. Christmas gifts will represent more real feeling and along with that feeling will be the desire to express it with functional gifts. This school of thought believes gift wraps will be gay, but the gaiety will be that of Dickens.

Department store gift wraps

Until last year, department store gift wrapping practice had reached such a point that every customer expected such a wrap and got it free for the asking. At Christmas time, she didn't even have to ask for it. Depending upon the store, these wraps included everything from a simple Christmas folder or Christmas boxes held together with a rubber band to elaborate affairs including a fancy overwrap of laminated cellophane.

In view of much publicized shortages of packaging materials, stores generally are holding back on their orders of Christmas materials with the idea that by agreement they may be able to pass along the cost of such packaging to the customer. In many cities such plans are under way and no gift wrapping is given free or, if it is, only on purchases above a certain amount agreed upon.

However, while this situation may prevail in some cities it is by no means the rule. Reports from many stores indicate that they are expecting to carry out their Christmas wrapping programs pretty much the same as they have other years. The large volume stores and the chains will probably continue their former practice of furnishing a Christmas box for the wrapping of merchandise. They will not have quite so many sizes as former years, because the tendency is to eliminate as many sizes as possible. Many will use the same Christmas design for the tight-wrap set-up boxes they used last year. These for the most part follow traditional holiday design—red, green, blue. If metallic ink has been used in the printing, the design may have to be changed, because unless orders were made up before May 31, there will be no more aluminum or gold bronze ink for such purpose. In former years, these boxes were fastened simply by slipping a rubber band around them. The rubber situation may do away with this and a simple paper tape or string will have to be used for the job.

These gay boxes will have a particular advantage this year in encouraging "takes" as they call them in stores, instead of having the packages delivered. All stores, because of the tire situation, are trying to cut down delivery service. The box with a string around it is also a big labor saver in that it requires no time involved in adding an overwrap.

Orders on Christmas box supplies have also lagged, because of the uncertainty of the consumer goods market. If stores are in doubt about what they can sell at the Christmas season, naturally they do not want to stock up on too many Christmas boxes, which cannot be used up after the holiday season, and must either be stored or disposed of in some way. Marshall Field & Co. apparently did just that this spring. A visitor there told of seeing Christmas boxes used for the wrapping of goods at Easter time to use up all available materials. The psychological effect was fine, because it made customers think how patriotic the store was in using all these old boxes as a part of the paper conservation program.

Several of the more exclusive stores last year used gift wraps

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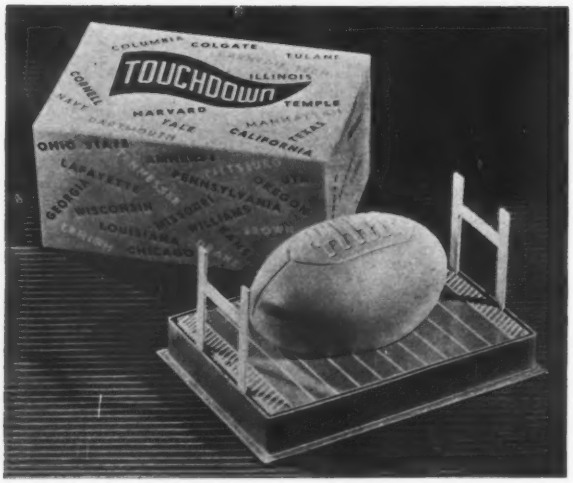

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23. Shulton's baby Abigail, made of soap, comes in an old-fashioned, paper cradle. 24. Hewitt's polar bear soap sculpture ride on a paper toboggan. These packages, of course, are on the novelty side, yet they are made of material that is available and may be an important gift item for children this year if there should be a scarcity of toys. 25. Another gift soap item. Box is designed to the product—a soap football. The platform is marked off like yard lines with miniature goal posts at each end. Box has tight-wrap printed with college names and pennant.

of foil, printed cellophane and laminated cellophane. Unless these stores have sufficient quantities of this material in stock for the coming season, they will necessarily have to adopt a new type of wrap. Some of these sheets were such that the designs could be reproduced on paper. Stores, however, which used foil boxes and metallic inks as well as cellophane would have considerable difficulty in obtaining additional supplies in view of current WPB orders.

A number of stores maintain special gift wrapping departments where a service fee is charged for such packing. These may be of greater importance than in other years. These departments have the advantage of using many types of materials to suit the customer's fancy and can be stocked from small quantities of scrap on the shelves of paper, ribbon and box manufacturers. By scrap is meant quantities of existing supplies too small to be adopted by a manufacturer as a complete gift line.

A fairly typical situation of how the department store situation stands at the moment is reported from the Associated Retailers of St. Louis.

Up until last year, when a general policy was created, St. Louis had gone a little haywire on gift wrapping. Every store was trying to outdo every other store and customers would demand that items wrapped in one store be "wrapped like so and so does." Customers would also purchase a 25-cent item and demand a box that cost more than the purchase and get it. Stores were out-nicking St. Nicholas on free gift wraps and something had to be done about it.

They created a Christmas wrap policy which worked so successfully in 1941 that with a few minor changes, due to curtailments and shortages, will be put into effect again in 1942. Fifty-five stores are cooperating in the plan. The basis is that gift packaging is a separate and distinct function, not just a premium thrown in with a purchase. Each store, therefore, has a special gift wrapping department or a special department is made for the wrapping of gifts. Stores select set-up boxes, paper, ties, etc. All are of comparable value.

Gifts over a certain number of dollars ($3.00 last year, probably $5.00 this year) will be wrapped upon customer's request free, but wrapped or boxed only in the store's regular gift box or wrap. Under a stipulated price the customer is charged for the box, paper and tie—total cost about 20 cents. If the customer wants her gift wrapped in an individual way, with special paper, boxes, ties, etc., no matter how much she paid for the gift itself, she must pay for the materials used.

In the gift package departments, the stores maintain stocks of fancy boxes, papers, ribbons, ties, stickers, etc. The customer may purchase anything she likes and have her gift wrapped as she wishes, or she may take the materials home and do the wrapping and packing herself. This year the stores will attempt to stock their gift wrapping departments with as wide and beautiful a variety of boxes and wraps possible.

The stores have not as yet selected their regular boxes and wraps, but these will be quite simple. There will be rigid adherence to the principle of no double boxes—no extra wrap.

Deep in the heart of Texas

In Dallas, Texas, the Neiman-Marcus Co. store has gained nation-wide attention for its gift packaging policies. It is going to do more than ever this year—and will continue to gift package they say, even if they can find nothing to use but newspapers.

If present demand is an indication of what Christmas business will be, Neiman-Marcus will do even more Christmas packaging than last year, according to J. B. Aiello of that firm. Gift sales with gift wrappings are now running much above those for a similar period last year. Three girls are employed all the time in the gift wrapping service. Last year, 90 girls were employed just to do Christmas wrapping.

The store is, of course, avoiding the use of critical materials and is making every effort to use only wraps, boxes, ribbons and ties of which there is a plentiful supply. Subtlety, originality and good merchandising, the firm maintains, count for more in Christmas wrapping than an abundance of materials.

The store proved this to its own satisfaction with the newspaper wrap mentioned above. When the talk about shortages was greatest, Mr. Aiello and Beverly Morgan, the clever designer of all the firm's gift wrapping and packaging, created a wrap of old newspapers, dyed red, with soft lacy green bow also of newspapers.

"Should shortages become so great that only a wrap like this is possible, we will gift wrap our packages just about in this manner," said Mr. Aiello. "As far as we are concerned there will always be a Christmas and a special Christmas package in our store." Proudly, he keeps the newspaper package as an ace in the hole, although he does not expect that any such drastic shortages during the present year at least will make such a package method necessary.

Wraps planned for the coming Christmas will be about the same as last year except that there will be no papers printed with metallic inks—no bright reds and greens. The color scheme will be in pastel shades of papers which the firm has found to be available in greater quantities and synthetic foils from existing stocks. Decorations and arrangements of ribbons will help to make the boxes distinctive. These are called gift packaging accessories.

A number of these accessories will be used. Last year a miniature Christmas tree with real ornaments stood up on the Christmas packages. In transit the tree was protected with a special cardboard cover. Another year the store carried out a Victorian theme of a three-dimensional fireplace with rocking chairs flanking it. The construction was a cardboard cut-out and folded tightly against the wrap. When pulled out it was a tiny replica of one end of a Victorian sitting room. Still another year, a fireplace with tiny, real stockings hanging from a mantel was affixed to the package. This type of accessory will be devised this year. (*Continued on page 104*)

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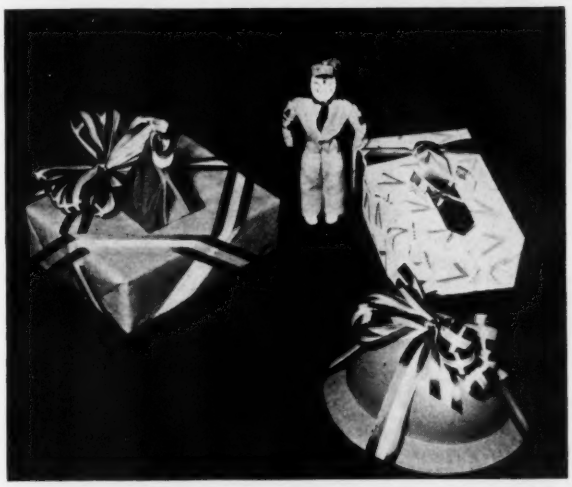

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26. ***Some of Nieman-Marcus's recent Mother's Day wraps. Album contains handkerchiefs which form skirts on the drawings therein. Popper contains hosiery.*** **27.** ***Wraps for men in service. One has miniature field tent on top. One is a reproduction of a combat helmet. The soldier is made of handkerchiefs.*** **28.** ***This store's handkerchief series are a fascinating idea. Little handkerchief figures like the soldier, nurses and MP, are made up in boxes tying in with the character of the dolls. These are considered integrated packaging, because the merchandise is sold with the packages which encourages multiple unit sales.***

These packages are examples of how American ingenuity has solved the problem of priorities. Formerly wrapped in cellophane, such diverse products as twine and women's underwear now have effective consumer display packages of embossed and realistically lithographed paper.

Sans cellophane

By government order cellophane has been restricted for almost every kind of packaging but foods and other essentials. It was a great shock. The American public had become so accustomed to transparent packages, that it seemed difficult to visualize products previously wrapped so generously in this transparent material without it.

However, American industry is equal to any emergency and now within a couple of months after the first cellophane order went through, many attractive packages are already on the market in new dress. On these pages are presented some of the outstanding ones.

Blossom Products Co. makes women's lingerie. In a cellophane wrap, the products were clearly visible. Customers had become used to seeing them before purchase. How could the company redesign a package that would give the same effect? This is what they did. They are now using a merchandise envelope of embossed Mica coated paper. The color, pale peach, is very similar to the lingerie itself. A small die-cut hole on the face of the package allows the color of the garment to be seen from the outside, and a few feet away, the wrapper looks very much like the weave of the textile itself.

Keyes Fibre Co. make among other things paper plates. These products naturally need protection from handling. Their former package was put together in a patented way so that a band going around the edge of a group of plates not only held the cellophane in place but kept the unit together. The new package maintains the same construction, except that instead of cellophane, a 25-lb., machine-glazed sheet has been substituted. This works very satisfactorily and affords opportunity for the printing of brand and product identity on the wrapping.

The Monument Manufacturing Co. formerly used all-over cellophane wraps and cellophane bands to wrap their baby crib pads. They wanted to retain the attractive design of their former packages and also something to hold the products together. After careful study, they decided on 50-lb. sulphite paper bands, printed in three, four and five colors. The

manufacturer is thus able to keep his package before the public in an attractive trade dress, but, of course, will go back to cellophane as soon as it is available again because of its protective qualities.

Razor blades need protection from dust and dirt in addition to attractive package display features. The American Chain & Cable Co. manufacture Schick blades. They formerly wrapped their package in 300-moisture-proof, heat-sealing cellophane, printed with a solid gold design. They have replaced this with a glassine wrapper to which is applied a thermoplastic coating. This is delivered in roll form and printed with the same design as they formerly used on the cellophane wrapper. This special coating permits the package to run through the company's automatic wrapping equipment and gives a good gloss to the sheet.

Sea Island Twine, made by Oakdale Cotton Mills, formerly went to market in cellophane. Now it is wrapped in printed glassine. This gives adequate protection and also carries brand identification through the printing.

Ingenious use of embossing has taken the place of visibility for the new cellophane-less packages introduced by Standard Knitting Mills, Inc., manufacturers of men's underwear. The front of their new package is white offset paper embossed with the exact pattern and detailed texture in actual size of the garment it contains. In some ways the company likes the new package better than the old. In the cellophane wrapper the garment was seen, but often it was wrinkled and uneven. The new paper package is so finely embossed that the full-size texture of the cloth is imparted to the paper. The realism is further enhanced by a lithographed impression of the colored thread in the shirts and shorts and the tartan plaid Health-knit trade marks, "MacDee" and "Kut-Ups," are superimposed in color in the form of a band on the upper portion of the package. The company further states that the new package can be saved as victory wastepaper.

Sometimes a forced change has other advantages. Due to the cellophane situation, Sitroux cleansing tissues have just had the first changes in box (*Continued on page 106*)

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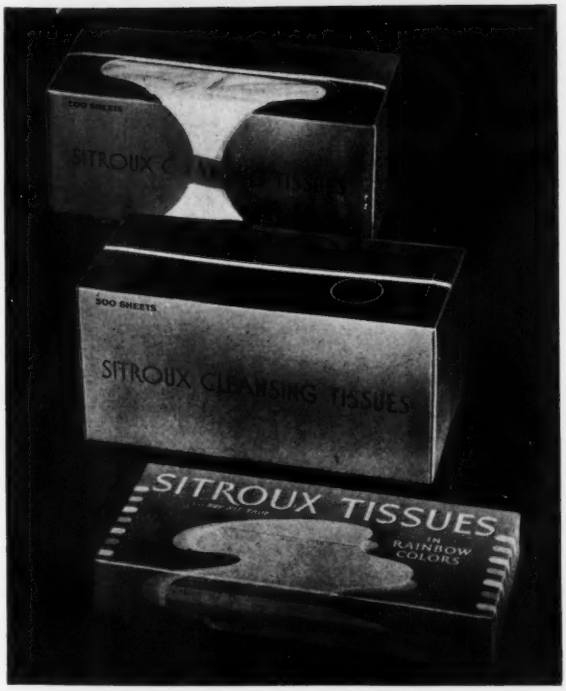

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1. *Schick Injector razor package with wrapper of glassine with a thermoplastic coating is printed with same design used on former cellophane wrapper. New package can be wrapped by same equipment as old.* 2. *Sitroux carton for tissues has unique aperture which forms definite pattern. When pushed through, the paperboard design leaves an attractively shaped aperture through which tissues are removed.* 3. *Old and new wraps for MacDee men's underwear. Old cellophane wrapper often showed the garment wrinkled and very uneven. Priorities-born substitute of embossed paper simulates the actual texture of cloth.*

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PACKAGING PAGEANT

1 Specially coated cellophane cheese pouches are not new, but there is wide interest in this type of wrapper these days because of the restrictions placed on foils, rubber hydrochloride sheeting and other protective materials used in large quantities for packaging processed cheese. Several processors have been using this coated cellophane wrapper for cheese over a period of three years and have reported excellent performance. These wrappers are reported to have excellent moisture-proofing qualities and are very stable at low temperatures. Cheese wrappers by General Felt Products, Inc. Printed by Shellmar Products Co.

2 Big news about this new Revlon unit package is the lipstick case which is made entirely of sturdy but light-weight glazed cardboard. Even the push-up lever is made of cardboard. Color and design rather than elaborate materials have been depended upon to give this package eye appeal. Airmail stripes of red and blue, special delivery and airmail stamps and authentic markings "Via Airmail, First Class," add charm to this beauty kit which is called "Special Delivery." Lipstick case is sufficiently sturdy to withstand the daily rigors of an over-stuffed purse without losing its attractiveness.

3 These individual 2-oz. packages of Swiss Colony wine were first designed for sale in railroad dining rooms, club cars, etc. So much interest was shown that it was decided to package three of them together as a unit called Mini-pak with the idea of promoting this type of wine to consumers. It was felt that once a consumer purchased this miniature as a novelty, he would become familiar with this brand of wine. Carton by Velvetone Poster Co. Bottles by Owens-Illinois Pacific Coast Co. Labels by Borden Decalcomania Co. Outer seals by I. F. Schnier Co. Designed by Don Short.

4 Women do 80 per cent of the laundering of hosiery, lingerie, etc. in the bathroom bowl, according to a survey made by Industrial Research Laboratories, makers of HC4 The Modern Soap. This synthetic organic detergent costs more than average soap and by the company's old method of packaging it was found that women were emptying about 30 per cent more of the soap into wash basins than they actually needed, thereby making the cost of use too high to compete with similar products. Therefore, the company adopted a measured-quantity packet for the soap, which assures the use of proper quantities without waste and a product the public can afford to buy. Cellophane by E. I. du Pont de Nemours & Co., Inc., converted by Milprint, Inc. Cartons by Carton Craftsmen Co. Wrapping machines by Stokes & Smith Co.

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(Page 50)

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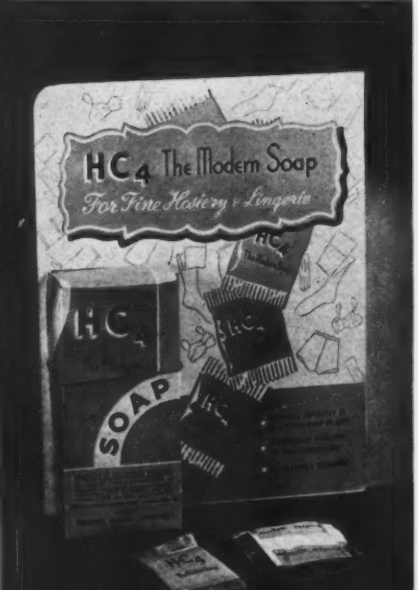

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5 Vita-Bilds, made by The Foley Co., are a vitamin product. The transparent rigid plastic container with inner cone-shaped dispenser construction not only suggests "V" in vitamins but the "V" for Victory. An interesting feature is the dispensing aperture which opens and closes by turning the top of the container. This unit is now on the market. How long, of course, depends upon the limitations on cellulosic materials. Container by P. P. Kellogg & Co. Division, U. S. Envelope Co. Rigid transparent plastic sheeting by Monsanto Chemical Co., Plastics Div.

6 Schering Corp. had a problem of designing a series of mailing cartons to carry samples of pharmaceutical specialties to physicians. Basic necessities determined the construction of each box: (1) continuity of design and typography to provide a family tie-up between all the packages and the company's advertising, (2) economy of production with as few printing changes, etc., as possible, (3) dignified, clean professional appearance with colors which would not soil in handling. The result is the series illustrated here. Mailers by Wilkata Folding Box Co. and National Metal Edge Box Co. Designers, Charles Egri and L. W. Frohlich.

7 Mennen's Brushless Shave was introduced in glass jars sometime ago, but the company continued its product in collapsible tubes just the same. Now, however, for the duration they have eliminated the tubes entirely and this product will appear on the market only in glass jars, after present supplies of tubes now on the market are used up. Jars by Armstrong Cork Co. Closures by Owens-Illinois Glass Co. and Armstrong Cork Co.

8 From single match box to shipping container, Independence Safety Matches have a new family uniform. The two photos tell the whole story. The one below shows lack of unity and old-fashioned design. Red, white and blue is the color scheme for the new packages (top) which are from right to left: the match box itself, a unit package containing ten match boxes, a large outer wrapper which contains twelve of the smaller packages and 120 individual boxes, and a corrugated shipping container. Shipping cases by Kieckhefer Container Co. and Iowa Fiber Box Co.

9 At last some bottles for Maraschino cherries which do not require acrobatics with a fork to obtain the contents. These new jars for Tea Garden Products Co. have a base and mouth the same diameter as the widest diameter of the package. Another feature is the concave area in the center of the jar for a convenient hand hold. Glass containers and shipping cartons by Owens-Illinois Glass Co., San Francisco. Closures by Western Crown Cork & Seal Corp. Designed by N. F. Steuer.

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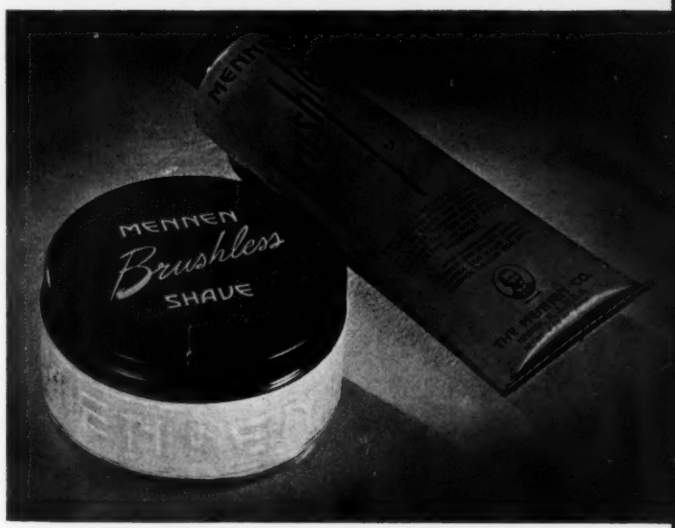

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Labels printed on new, coated label paper, which makes possible the washing of soiled labels on bottles without harming the surface. The labels may also be applied on curved surfaces with no buckling or creeping when dry.

Labels with "built-in" brilliance

Though Uncle Sam has dropped numerous suggestions which discourage overly decorative packaging, he hasn't yet said, "You must not package your product attractively." Of one material after another he has said, "Pardon me—just now I need this more than you do!" And industry after industry has cheerfully saluted and said, "O.K., Uncle!"

But running apace with restrictions on metal foils, some of the pigments and certain kinds of coatings, has been good old American ingenuity. True, it seems a little slow in getting started in some lines; but on the other hand, the emergency has brought out of our brain reservoirs many a device, process or substance which might otherwise have waited a long time.

Principal "utility player" today in the game of packaging is paper and fortunately both the supply of raw material and the manufacturing facilities appear to be equal to caring for the increased needs. Paper is performing its normal functions, but it is filling in for "shortage" materials too and—doubt it not—in many instances the utility player may be signed for a permanent berth.

A new label paper, developed by a mill which specializes in coated papers, bids fair to enjoy this experience. Though not precisely a war product—for this paper has been under development for about eight years—yet war shortages have operated to point up its appropriateness for many uses. It has "built-in brilliance" which compensates many label users for the loss of metal foils and metallic inks.

Among the first to discover and use this new paper was the Blatz Brewing Co. of Milwaukee and many others in the Milwaukee region were quick to follow. The enterprising jobber who represents the paper mill in that territory brags that he will take the entire 1942 output of this sheet for his customers, and the "repeat" orders from Blatz, Miller, Schlitz

and others lend color to his boasts of its fine qualities.

In Milwaukee recently, a Modern Packaging writer visited several breweries where these labels are being applied. The brewer can justly say of his labeling operations, "Our business is different," and the packing operations certainly do call for their own particular handling. Speed is of the essence, yet some of the operations—pasteurization, for example—take considerable time. Following this the body and neck labels are applied by machines capable of handling six or eight bottles at a time and delivering over 100 per minute. Operations must dovetail into each other and production schedules must be maintained. Labels must "handle" efficiently or cost of operation goes up. "These labels," said one brewmaster, "are no problem at all. They don't curl a bit and they certainly are snappy looking. You can see these bottles are pretty wet all during the bottling, but that gloss is very brilliant all through."

"Did you need to make any machine adjustments to handle this kind of paper?"

"None whatever," was the reply. "Simply made a slight change in the paste formula and now they stick till hell freezes over."

Not satisfied, the Modern Packaging man questioned a lithographer who has had considerable experience in producing labels on this stock.

"We run them a bit slower," he said, "but the total running time is considerably less than a varnished label and the appearance is very attractive." He went on to say that while the paper stock is more expensive than some label papers, the cost in reality represents an economy because the brilliance of the coating eliminates lacquer or varnishing.

Another potential economy, he pointed out, consists in the fact that the paper stock is available in many colors. This, he said, as far as packaging was concerned, has not yet been fully utilized, but he predicted that if pigments become more restricted, the color in this paper will enable a package user to show a variety of colors anyway.

Letter-press production is equally successful. McKesson & Robbins, always package particular, have selected this paper for many of their fastest selling products. Their labels are produced by the letter press process. In some instances (as is also the case with some of the brewery labels produced by lithography) they have made use of the colored stock to obtain the effect of an additional color. The reverse side of the stock is dull and uncoated. This makes for easier machine handling and the avoidance of "blocking" which is always time killing and wasteful. When gummed, the adhesive spreads evenly and the stock does not curl. The lasting whiteness and general durability on the druggists' shelves constitute the principal value of this label stock.

Credits: "Kromkote" label paper, Champion Paper & Fibre Co. Labels, courtesy of Imperial Lithographing Co. and The Herlin Press. Labeling machine, Edward Ermold Co.

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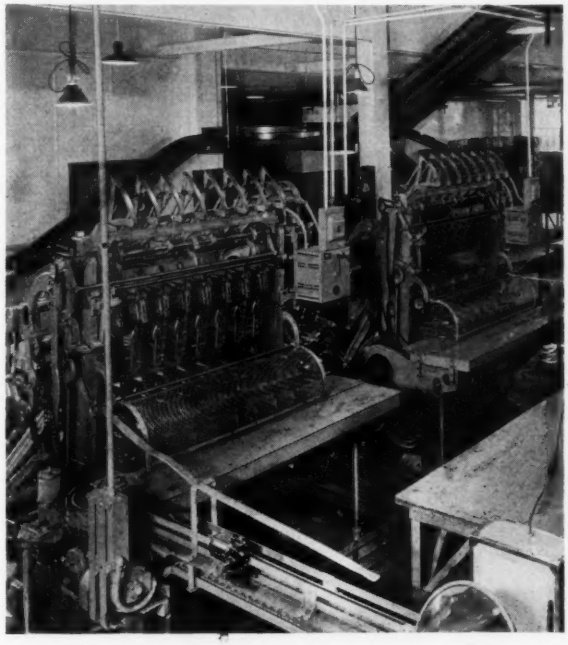

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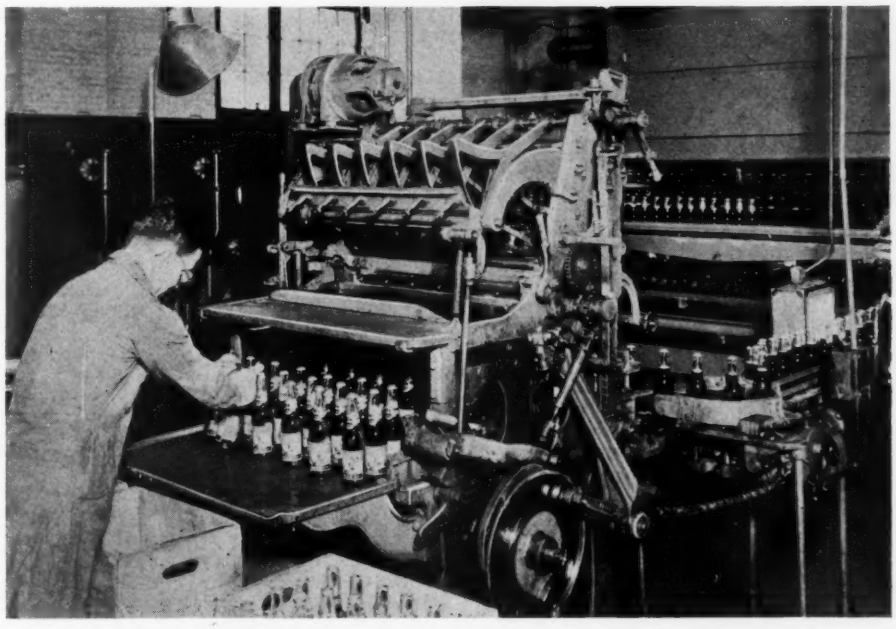


1. ***This photo illustrates typical layout, showing receiving side, for battery of eight 8-wide automatic multiple labelers with 2 located at each station. The bottles are fed automatically from the pasteurizers to labelers on the different bottling lines. Body and neck labelers are applied by each machine at the rate of 160 per minute.*** **2.** ***A 6-wide automatic multiple labeler showing delivery after labeling. This machine applies 120 body and neck bottle labels a minute.***

Ink in paper

At midnight on April 30, the government said no more printing inks in tin cans. All makers of printing inks knew of this order, but what a lot of them didn't know was what they were going to be able to substitute in the place of tin cans.

But there is one foresighted firm which was not caught short and that is the E. J. Kelly Co. of Kalamazoo, Mich. "I'll take vanilla," the pressman will probably remark when he reaches for a paper ice-cream container instead of a metal ink can.

Several months back this firm started making test shipments of inks in special paper containers. They reported that many styles of containers were used in their experiments, but that the most successful so far is the one illustrated at the left.

This container has been specially developed for the packing of printing inks, with a special coating to protect the contents from seeping through. It is not all that can be expected and has many features which the company hopes to improve upon, but it is working for the present. In the meantime the search for a tin can alternate will be continued by the Kelly Co. However, unless a better alternate is discovered, they will continue to use the paper cans. According to comments received by this ink maker from those who are receiving test shipments of the new type container, it is very satisfactory as a tin can substitute.

Until its efficiency has been more thoroughly tested, no attempt has been made to push trade identity on the package.

Credit: Sealright Co., Inc. Special coating by Michigan Research Laboratories.

DESIGN HISTORIES

Soybean line

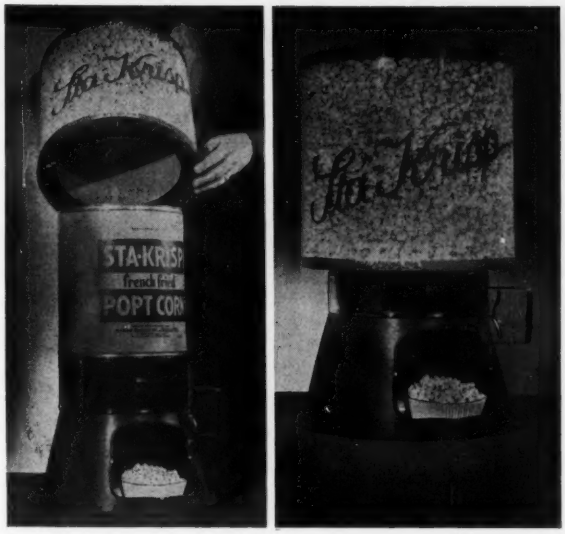
It is said that the soybean is one of the most complete foods known. And the Penna Soya Products Co. has created a whole line of grocery products around this one vegetable. With but few exceptions all the packages carry a vignette of the soybean, the pod and a suggestion of the vine, or an illustration of the contents of the package and its use. In this way the company ties its various products into a unified family, easily distinguishable for brand.

In its simplest form, "Soya enters the kitchen" according to the company's slogan, in a carton of quick-cooking soybeans. This package is enlivened with a colored panel showing the bean and an all-over pattern of pods. The beans themselves trail into a drawing showing a housewife at work in her kitchen. A window gives visibility to the contents. Another carton contains soy-cookies, which are pictured on the front panel together with an account of the ingredients and health uses.

Soybean flour and soy banana powder come in cans with pry-up closures for easy opening and closing. On the can of "Soy Roast" is an appetizing illustration of a dish made of the product, already prepared for the table. The crunchy, "Soy-ettes" are packaged in a printed cellophane bag with an amusing cartoon figure, suggesting a strong man lifting a bar. The soy sauce and the soybean butter are packed in glass. The labels carry only the necessary product and brand identification with no decorative material. Both have simple, screw on closures.

Credit: Cellophane bag, Milprint, Inc. Cans, American Can Co. Cartons, Williamsport Paper Box Co., Inc. Bottles, J. Rabinowitz and Sons, Inc. Jars and closures, Hazel-Atlas Glass Co.

Food dispenser



This bulk food dispenser for pop-corn represents four years of research and experimental work by the Sta-Krisp Products Co. of Grand Rapids, Mich. The company wanted to develop equipment which would dispense such foods as cheese, crackers, wafers, cookies, prepared breakfast foods, potato chips and the like, from a small outlet in bulk form without breakage. This dispenser was the result. It meets modern hygienic standards, retains original crispness of the product and helps to conserve packaging materials.

Foods are dispensed from containers which are completely sealed before and immediately after each serving. The contents have remained untouched by hands from the factory to the consumer. Foods arrive from the factory in packages which fit the dispenser-container snugly. The top of the package is removed and is placed with its contents in the dispenser-container. The dispenser is then placed on the container in the manner of a can cover. The assembly is then reversed, the display sleeve slipped over the dispenser-container and all is ready for quick, easy serving. The sleeve of transparent rigid plastic sheeting provides an excellent permanent display of the food being dispensed and it slips over and completely hides the container which is an integral part of the dispenser. Sta-Krisp Products Co. reports that the dispenser has created considerable comment because of its many uses and the considerable savings in packaging materials which it affords. It will permit the elimination of individually packaged portions of breakfast foods in restaurants, institutions, Army camps and drug store counters. It may also be used for quality sampling in demonstration sales promoting the sale of packaged foods. The company feels, it will conserve consumer buying power in neighborhood stores.

Credit: Rigid transparent plastic sheeting by The Dow Chemical Co.

DESIGN HISTORIES

Eye-petized cartons

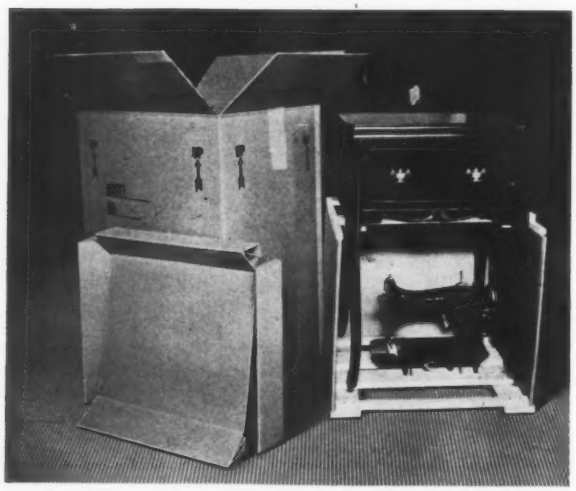
The "eye-petized" recipe principle has for several years been applied to labels on cans, that is, the use of a mouth-watering color food photo on the package to attract the customer in the modern food store. Now the same appetite appeal has been adapted to a series of folding cartons by a young company, Modern Foods, Inc., for their X-Pert cake mixes. The company has two varieties of these cake mixes. One is devil's food mix; the other, gingerbread mix.

The front of each package shows a color photo of an individual serving of a cake made from one of these products, presented on an attractive piece of china. A blue ribbon and seal carrying the words "For Expert Results" furnishes the background and promotional success theme. Brand and product name appear in large bold lettering at top and bottom of the front panel. They comprise also the only copy for the top and bottom flaps of the cartons—white letters with dark blue backgrounds. On the back panel is a color photo of an entire cake, with one piece cut out to show the inside texture of the cake that has been made from this product.

Two variations of the carton have been adopted for both products. For example, the illustration shows the front panel (center) for both the devil's food cartons. The back panels are illustrated by the two cartons shown on either side. Below the color photos on the back panels are two recipes for icings to use on the cakes. The gingerbread cartons are similarly designed. Side panels contain informative copy and more recipes. Because these recipes call for additional products that can be bought in the modern market, the packages form an attractive background for the sale of related items. In this way, fast selling products help sales for those which are slower selling. The smooth finish of the cartons will be welcomed both by the grocer and by the housewife. The cartons do not show finger marks or become discolored easily. Shelf life is, therefore, prolonged and the package has its original consumer appeal during its life on the grocer's shelves. Although the carton is planned for a one-cake mix, it is sturdy enough to afford product protection for the several times the housewife may want to use it.

Credit: U. S. Printing & Lithograph Co.

Corrugated engineering



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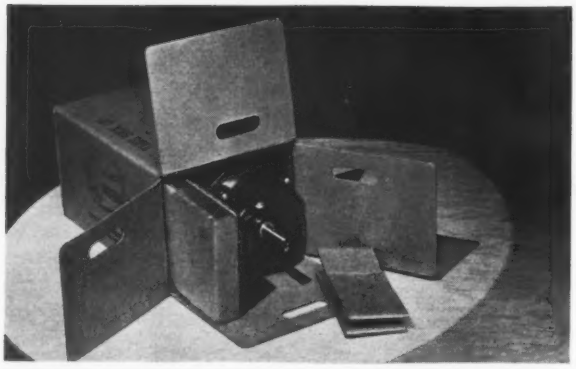

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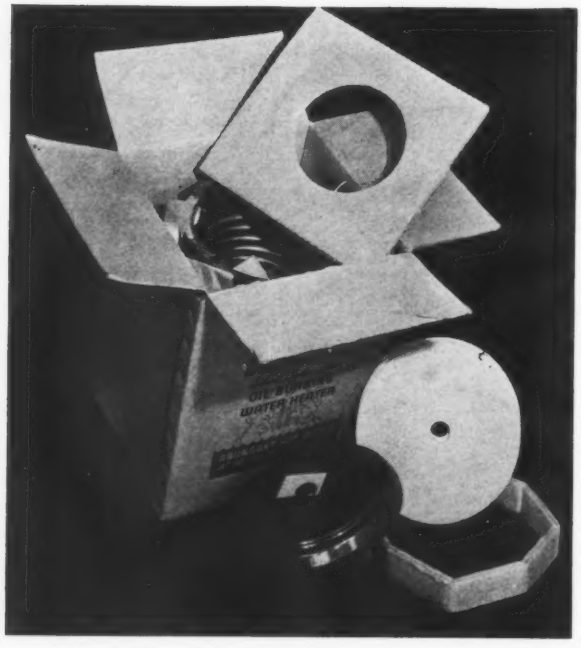

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Corrugated boxes for shipping water heaters, sewing machines, valves, insulating fire brick and electric motors have shown that such containers are effecting an important contribution to industry in attaining all-round efficiency for wartime production. They are helping to meet today's demands for package simplification and conservation of materials, afford full protection to a wide range of products and eliminate handling hazards along with packing and unpacking inconveniences.

The National Sewing Machine Co., Belvidere, Ill., uses corrugated boxes for shipment of both its cabinet-type sewing machine and its portable model. The larger of the boxes was planned for shipping the machine complete with the attractive wood cabinet. A double-wall, slotted box forms the basic box construction, with inner engineering of corrugated padding and wood-and-corrugated framework designed to suspend the combination unit $1^1/_2$ in. from all sides, thus protecting it from damage when unavoidable jolts and jars in shipment occur. The sewing machine cabinet is cradled in its wood-and-corrugated framework and rests on corrugated pads. Legs of the cabinet are protected by separate pieces of corrugated padding. The machine head itself is secured to a bottom cross-member of wood in a position which completely insulates it against shock.

Careful engineering in the construction of the box has made it possible to reduce package weight about 10 per cent—a reduction which brings savings in freight costs and makes for easier handling. Packing in the box requires a third less time than that formerly required for packing the machines ready for shipment.

Similar principles of construction were followed in the development of the container for the portable model of the National Sewing Machine Co. A double-wall, slotted box furnishes outer protection, and the inner corrugated structure keeps the unit in position and furnishes protection against transportation hazards. The company reports a 30 per cent reduction in package weight, a 15 per cent savings in packing time and a 50 per cent reduction in package cost over former shipping containers.

The corrugated shipping box designed for Century Electric Co., St. Louis, Mo., to ship its fractional h.p. motors—up to $^3/_4$ h.p. and weighing 75 lb.—was put to rigorous shipping and stacking tests to prove conclusively that sturdy corrugated box construction and interior design provide ample protection against all ordinary shocks and jolts in shipment. The box is so made that the motors can be slid in from the end, thus eliminating lifting. Convenient hand-holes, die cut in both ends of the box, also facilitate handling at the plant as well as in storing at the warehouse. Single motors are shipped as a unit in the container.

1. Complete cabinet-model electric sewing machine is packed in this one container. 2. An electric motor slides into the end of this corrugated box so that the danger of dropping it in packing is avoided. 3. Protection and a good sales message are afforded by this shipping box for a hot water heater. A graphic pictorial of a flowing spigot suggests product's use and billboard style copy its merit.

Timken-Detroit Axle Co., Detroit, wanted a shipping box for its newly developed water heater. The company wanted a box which would not only protect the contents in transit and provide easy handling but would also carry an advertising message to the dealer and ultimate consumer. The corrugated box finally decided upon has interior packing which keeps the heater secure in the box and separates the various parts from each other so that there is no friction to scar or damage the unit. Rope handles were inserted on two sides of the box so it might be easily carried. A concise, billboard style printing layout was given the advertising message.

The chief objectives of the Motor Valve & Manufacturing Co., Marine City, Mich., in redesigning its container for shipping valves were reduction in cost, elimination of damage and added customer convenience as a result of easier unpacking and more rapid inspection. The new corrugated box provides a series of especially contrived trays with apertures into which each valve fits snugly. In the method previously used, each valve had to be individually wrapped in heavy wax paper before being packed in a shipping container. The new box has the advantage of providing the customer with a means of handling the valves and inspecting them without having to rewrap them or using shop trays for temporary storage.

The purpose of the package for "M-26" insulating fire brick of the Mexico Refractories Co., Mexico, Mo., was not to sell the product directly, but to sell the trade name, "M-26" and the name of the manufacturer. This was done in order to establish a brand name for a basic product which is not ordinarily associated with a definite brand. The trade name is doubly important because it does not appear on the individual bricks. Elements in the manufacture prevent the name being carried on each brick. Prominence on the shipping carton thus impresses the name upon the buyer so emphatically that he remembers the source of the fire brick and the brand. The shipping carton protects the bricks and assures safe delivery. These bricks are fragile and chipped corners and broken brick are of no value. Containers of these fire bricks are usually included in cars being shipped direct to a construction job and are not ordinarily carried in stock by distributors, since the use of the product is a specialized one. The partitions in the container provide separate compartments for each brick so that it is fully protected.

Credit: Corrugated cartons for sewing machine, hot water heater, valves and electric motor by The Hinde & Dauch Paper Co., for fire brick by Ajax Corrugated Paper Co.

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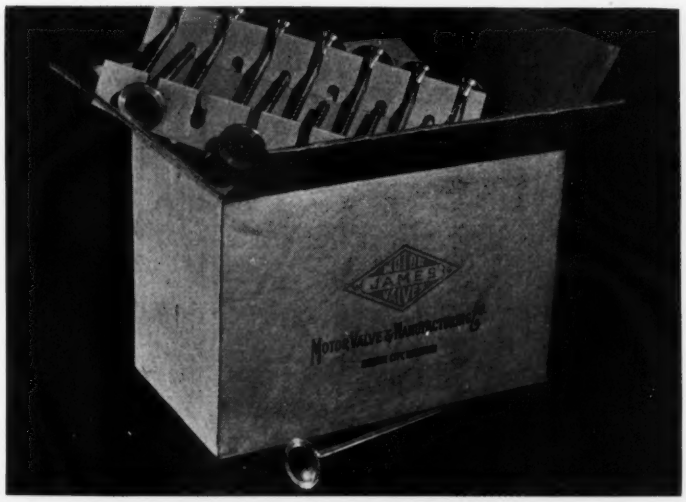

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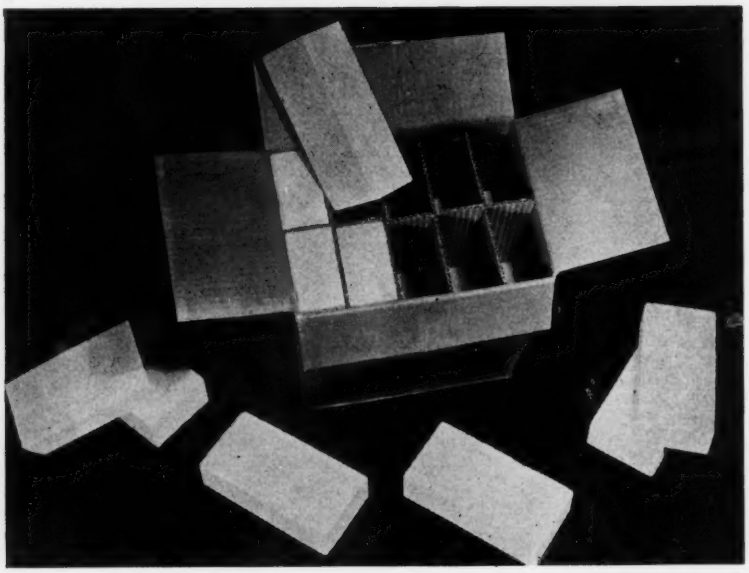

4. Packing valves in this way eliminated the need for individual wraps and provided a means for rapid inspection of contents. The ingenious trays also provide an easy method for handling valves after they reach the customer's shop. 5. Outside of shipping container for fire brick, which shows how effectively the trade name and that of the manufacturer are used to establish brand identification. 6. Inside of container for fire brick, showing how partitions are used to separate each of the brick. Bricks are extremely fragile and are liable to chip or break in shipment. This box with its inner partitions keeps corners of the brick intact and cuts down breakage occurring in transit. The tough and springy corrugated board serves as an effective shock-absorber.

Fibre casings for plastic trims

Within the past few years extruded plastic trims and moldings have rapidly moved into the architectural, building, furniture and a variety of other fields where decorative protective edgings are used. Since, unlike custom molded or fabricated plastic pieces, most extruded shapes are available from stock, extruders have had to consider methods of shipping these stock shapes that allow them to be handled efficiently and, in addition, to be stored conveniently in shops and warehouses. Large boxes are generally used; but one manufacturer has developed a unique container—a spirally wound fibre tube—which not only prevents damage to the surface, prevents bending or distortion of the 10 ft. (or longer) extruded strips and protects the shape of intricate cross sections, but also affords an excellent means of storing stock (Photo 1).

Adopted by the R. D. Werner Co., Inc., these new fibre tubes are made according to specifications worked out by the plastics manufacturer. Tubes range in diameter from 1 in. to 6 in. and are of varying thicknesses and constructions to accommodate the specific needs of differently sized and shaped extrusions. They are said to withstand the stresses and strains of being stacked in piles, exposed to dampness, thrown off moving trucks, etc. In addition, the packaging helps to modify the effect of winter weather on the thermoplastic material, since cold air tends to make the plastic brittle. However, in cold weather, extrusions should be kept at room temperature at least 24 hours before using.

The spirally wound tape around the outside of the tube serves the dual purpose of identification and labeling. The manufacturer's name is repeated over the length of the container, as is the instruction to "handle the tube from the center." Additional indentification labels affixed to the center of the container show the name, color, size and quantity of the product in the tube. There is space for a key number to indicate to the factory the date of packing and the numbers of the inspector and packer, so that in case of any complaint or reject, the difficulty can be traced to its source.

Shown in Photo 2, the extruded moldings fit snugly inside the containers so that they cannot be tossed about in transit. After the extruded pieces are in place, so arranged that they can't rattle or twist, instruction sheets for installation together with individual envelopes of nails are inserted. Ends of the tube are stuffed with paper to absorb shocks, and wooden stoppers or "bungs" driven into them.

Since these tubes occupy little space, the distributor or retailer can keep a large stock on hand, arranged according to style, color and size for ease of selection.

Credit: Containers developed by R. D. Werner Co., Inc., and made by Middlesex Paper Tube Co. Spiral tape by the Atlantic Gummed Paper Co. Nails packed by The Brown Bag Filling Machine Co.

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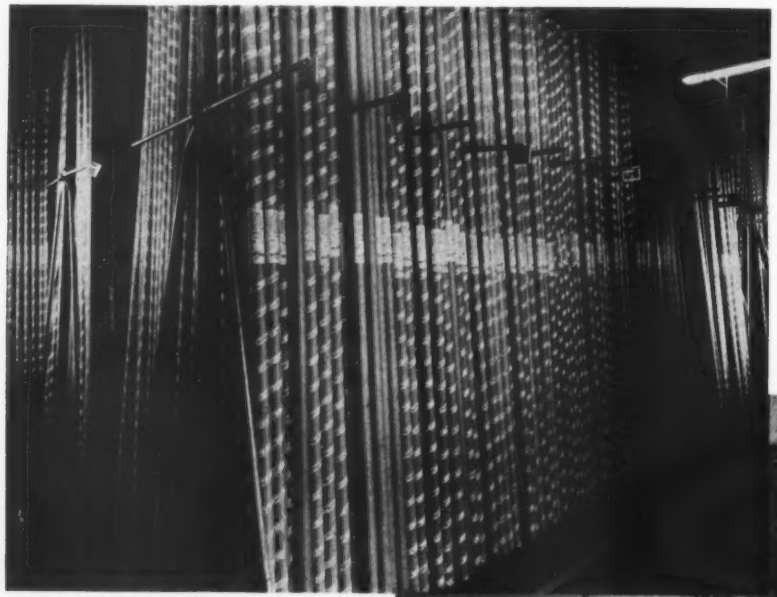


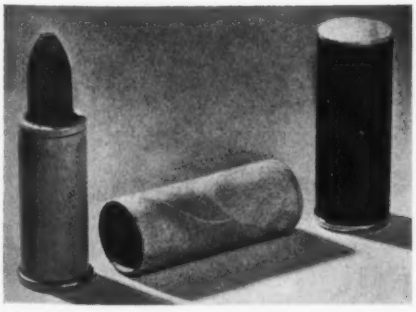
PHOTOS, COURTESY CELANESE CELLULOID CORP.

2

1. Row on row of fiber containers filled with extruded plastic lengths now stand where aluminum moldings once gleamed. Note the spirally wound label and identification tape pasted on center of tubes. 2. Close-up of end of fiber tubes showing extruded moldings packed snugly so they won't slide. Instruction sheets and nails are included in the tube. Wooden bung (right) is used as the stopper.

LADIES of all stations and all nations must paint their lips—though they may be working in an aircraft plant or learning first-aid or browsing through the innards of a truck.

In peacetime lipsticks are a wonderful market. In wartime they're a packaging problem. For it's no secret that lipstick container companies are now using their metal working machines to manufacture ammunition and other war necessities—and that the metals that ordinarily go into these fancy packages are on priorities lists. Burt's answer to this packaging difficulty is a lipstick container of *paper*. Built right into the paper tube is the screw propel-repel feature of the former metal or plastic cases.



This is one example of how Burt's superior resources, long experience and desire to help packagers "Keep 'Em Rolling" have resulted in a unique new container, made from available materials. The same creative attack on packaging problems is available to all customers in peace and war. Other examples of the results will appear in subsequent issues of Modern Packaging.

F. N. BURT COMPANY, INC.

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GOLD

GADGETS BY GOLD

The hair mask was for Fitch, to help women make up their minds about their hair make-up, and sold a lot of hair preparations.

The motion picture camera made a lot of children ask their mothers and their grocers for Pillsbury's.

The plane is one of a group created for Swift, giving that firm a fast head start with the younger generation.

The Play Bakery (shown in part only) was created for Commercial Bakers of the United States, that helped a whole industry.

All of these are shipped, mailed or distributed flat; are scored for foolproof folding. Most of them are animated and do something! For novelty, color, action, and results—all of them and many more of Mr. Gold's inventions were very successful.

And we have on hand three new specialties available for enterprising advertisers who ask for them first! Investigate—right away!

. . . PLUS PAPER INTO GOLD!

SAM GOLD is a man who started cutting paper dolls a few years ago, and made it pay. He is a maestro of mount-board, fancying and fabricating devices that people want, and kids go crazy over. Manufacturers who buy Mr. Gold's cardboard creations in quantity get quantity response. In other and happier days, we might refer to these Gold gadgets as premiums. They are in fact, a plus to a product, a buying idea, a merchandising scheme, a sales program; an extra inducement to favor one product over another, to try something new; gatherers of good will; and an inexpensive but very effective means of winning friends and influencing customers.

There is no shortage of paper, all insinuations to the contrary. There is no shortage of ideas in Mr. Gold, or the rest of the Einson-Freeman organization. No ink shortage, either. So we give you Mr. Gold as our good deed for 1942. He is our newest vice-president, selected on the "No premiums but paper" platform.

He can and will create point-of-sale attractions, self-liquidating devices, audience participation gadgets to put new life into old radio programs, combination sale items, free offers, industry promotions, patriotic promotions, and other exclusive attention devices too numerous to mention. For a hypo for that slipping sales line, stimulant for the stale appeal, cynosure for the shy product, TNT for the tired market, Mr. Gold is your fair-haired boy. Gold gadgets will be executed by Einson-Freeman in our usual inimitable manner, superbly produced at lowly prices . . . A phone call is still faster than the mails—IRonsides 6-8900.

Sam Gold . . . known to agency executives and advertisers as a magician who can make premiums out of paper . . . make them work . . . make them pull . . . an ex-officio sales counselor . . . is now vice president of Einson-Freeman Co., Inc. . . . available for consultation.

EINSON-FREEMAN CO., INC.

TIMELY AND TOPICAL LITHOGRAPHERS

STARR & BORDEN AVENUES • LONG ISLAND CITY • NEW YORK

★ ★ ★ ★ ★ INK SUPPLY APPEARS AMPLE ★ ★ ★ ★ ★

Many reports of shortages are genuine, but in some fields inexact statements have been given wide circulation. In respect to printing inks, the situation has not been without its problems, but Modern Packaging presents on this page the latest authentic data on the availability of inks.

No blackout for colors now

*by David H. Sloane**

Is it unpatriotic to use colors? Absolutely not when the ink maker can furnish them with no interference to war use. Uncle Sam's Treasury Department hasn't stopped using color in selling its ideas.

Is not the printing ink industry affected by the war, may well be asked. Of course, it is. Have not some of the materials which the printing ink maker heretofore used in making the inks which he supplied to package printers been curtailed for his use or taken away from him altogether? Of course, they have. The printing ink maker foresees the trend and anticipates more restrictions and curtailments. His research laboratories have been working their heads off to find alternates and replacements. The ink maker will not fail his customers. The problem of substitutes is not an acute one at the present minute or for the rest of the year 1942.

The printing ink conservation order, M-53, eliminated the use of oil-soluble toners in blacks. Other than in newspaper printing blacks, however, very little of this class of toner was used. The order further limited the use of alkali blue or any organic toners to a maximum of 8 per cent. This will have little effect on the quality of most of the blacks. It will change the tone and finish of some which have contained more than 8 per cent of such toners, but it will not change the density or general adaptability of the black for the purposes to which it has been put in the past. Inorganic toners will be used to replace the organic toners where a reduction in the use of organics is made necessary. High-grade halftone and offset blacks, therefore, may contain the same amount of toner as in the past, but it will be of a different nature. An equally satisfactory result will be arrived at, but there will not be as much choice as to the particular tone or finish desired.

The elimination of glycerol phthalates or phenolic resins for the production of gloss inks, gloss overprint varnish and non-scratch inks necessitates the replacement of those resins by alternates which have already been found, so that the ink manufacturer can still supply the above-mentioned materials for printing use. On May 6 all frozen inventories of these materials were released to the ink maker for 60 days.

Tung oil has been taken away from the ink maker, yet the industry is making satisfactory inks without it to the satisfaction of the users and for the purposes for which the inks containing it were used.

Chrome materials have been restricted to 70 per cent of 1941 use. Conversion of entire industries to war production has wholly removed the consumption of printing inks from the uses those industries demanded. There are other industries partially affected, still further curtailing the use of printing inks. Thus it becomes possible for the printing ink maker to spread his allotted supply of critical materials to printing for industries not yet similarly affected or for that part unaffected.

* Secretary, National Assn. of Printing Ink Makers.

What about specific colors?

Precisely what is the situation with respect to specific colors? Can the question of availability be reduced to a chart which will guide the users of printing inks?

Modern Packaging put the foregoing questions to several important manufacturers of printing inks who pointed to the fact that (1) a chart dealing with sources, availability and substitutions would involve technical discussions of relatively little concern to the average layman; (2) situations change, these days, with amazing rapidity. Materials plentiful today may be short tomorrow—and vice versa! In general, however, the following information will be applicable.

REDS. Reds fall into any number of classifications, most of which are reasonably plentiful. Each type of red comes from its own particular source. In the event of shortage the selection of exact substitutes may prove difficult. Ink makers anticipate plentiful supply in general, but it is suggested that users should not expect exact color matching.

BLUES. } Same general remarks apply, with possibility
YELLOWS. } of more limitations on the way.

BLACKS. These present a much simpler problem. Basically most blacks are made from carbon black, the availability of which has been ample.

WHITES. Conditions apparently very changeable. Titanium, source of some of the whites, is under very strict control. Three months ago it was almost impossible to obtain Titanium, though today it is relatively easy. Zinc Oxide is still being allocated; the "French Process" (made from metal) though available is still being allocated on a monthly basis. Lithopone, Multifex, Timonox, Carbonate of Magnesia and other pigments classed as whites are relatively easier now.

METALLIC INKS. Silver made from aluminum in either paste or powder form can no longer be manufactured. Existing materials in the hands of printers may be used. The same is true of gold made from copper and copper alloy.

LINSEED OIL. Stocks sufficient to care for present needs. Imports from South America may be curtailed because of transportation difficulties.

PETROLEUM OILS. While related to general oil shortage, the actual supply is plentiful. Paraffin oils, especially the high melting point varieties, may become less available.

TUNG OIL. Out.

SYNTHETICS AND RESINS. Synthetic resins made from phthalic anhydride, phenol, or formaldehyde are extremely scarce, obtainable only on priority. Ester gums are greatly curtailed due to the scarcity of glycerine. Rosins, both regular types and limed types, are fairly plentiful.

☆ ☆ ☆

The laboratories of the ink makers are devoting endless hours to develop materials for the ink user though the ink supply appears ample for all necessary purposes.

Close In ON YOUR CLOSURE PROBLEMS WITH Beetle*

This modern molded plastic is indeed "tops for Tops." Glance at the array of sizes and shapes of the Beetle closures shown here. In use today by the millions... safeguarding the contents of packages enclosing everything from ethical drugs to foodstuffs, cosmetics and beverages ... Beetle is proving the economical, large-volume medium for capping dispenser type packages... BETTER!

For details on how *you* can adapt and use Beetle for your immediate needs, write:

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AMERICAN CYANAMID COMPANY
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THE PLASTIC THAT'S ALL COLOR... IN ALL COLORS

Beetle

Availability of materials—latest WPB orders

Explanations of War Production Board regulations and orders which concern packaging and the printing and publishing industry are brought up to date in the following itemized report

WPB orders affecting packaging

AGAVE FIBER M-84 Amendment No. 4, April 20. Java Sisal put into process on or before April 20, 1942, may be manufactured into wrapping twine or binder twine.

AGRICULTURAL BAGS M-107 Amendment No. 1, April 27. Cotton textile fabrics for use as amended to include a few additional commodities for which such agricultural bags may be used.

CHEMICALS—chlorine L-11 Amendment No. 1, April 20. To restrict use in pulp, paper and paperboard. Changes basis of limitation to amount used per ton of rag stock treated.

COTTON M-134, April 27. Cotton textile fabrics for use as industrial cloth or tape. To conserve supply and direct tape manufacturers restricted to a 90-day supply of "grey goods" (technically, greige goods)—fabrics suitable for tape but not put into process for manufacture of tape—or a 30-day supply of partially processed cloth.

JUTE M-70 Amendment No. 1, April 16. Effective date of prohibition against sale or use of raw jute imported into the U. S. applies at once; definition of "import."

OSNABURG L-99, April 20. Bag Osnaburg and bag sheetings. Directs cotton mills to convert specified percentages of their looms now producing a long list of cotton fabrics commonly used in clothing and in the home to the production of bag Osnaburg and bag sheetings.

TIN M-104 Amendment No. 2, April 25. Tinplate and Terneplate Closures for Glass Containers. Repeals Amendment No. 1 entirely; production of crown caps permitted to the extent that cork is available until May 1, after which date such production is to end.

DAIRY PACKAGING (WPB 1035) Suggestions issued May 2 by Containers Branch of WPB makes the following suggestions with a view to conservation of materials:

Butter: Discontinue the use of all individual containers for $^1/_4$-lb. and $^1/_2$-lb. sizes.

Ice Cream Containers and Direct-Fill Pails: Restrict the number of small packages, reduce thickness and eliminate use of two-fold flaps on certain cartons.

Cups: Restrict sizes.

Liquid-Tight Containers: Restrict sizes and thickness of the paperboard used.

WPB orders affecting printing and publishing

ADHESIVES: No serious shortage at present time.

ALUMINUM: In order to receive consideration, users of powder, paste, ink and leaf should submit their inventory of each kind, and the quantity of each kind used in 1941. This information should be sent to Protective and Technical Coatings Section, Chemical Branch, War Production Board, Washington, D. C. Ref.: M-1-g.

ANTIMONY: Supply is under allocation. Restrictions of Order M-112 have little effect on use of type metals, but require close control of antimony content by metal refiners.

BOARD: Binders', pasted and chipboard deliveries are reported much easier and more prompt.

BOOK CLOTH: Order L-99 regulates the type of weaves to be produced on many looms and to what extent the output of certain fabrics shall be limited to government requirements.

Print cloths—(book cloth A- and B-groups) are not under limitation.

Sheetings—(1) (book cloth C-group) are restricted to 50% for war purposes and 50% for civilian uses; as the majority of looms weaving this grade of fabric are already producing nearly 85% of capacity for war needs (sandbag material) there is available but 50% of the remaining 15% of total capacity for civilian needs; (2) (book cloth C-1 group) are restricted 100% to government needs. (This grade is the 48 × 48—40"—2.85 yds. per lb. grey base goods.)

Osnaburgs—(book cloth D group) all looms restricted to 100% government production.

Enamel ducks—(book cloth E group) looms not restricted to government production but none available civilian production.

Summary: At present, probable shortages will occur in other than A- and B-groups after present stocks of grey goods in the warehouses of book cloth manufacturers are depleted. Manufacturers who weave their own grey goods report no prospective shortage in C- and C-1 fabrics in lines for present.

BOOK-CLOTH DYES: Conservation Order M-103 provides that the following organic anthraquinone dyes be set aside entirely for war use: Brown R CI 1151; Brown G CI 1152; Olive R CI 1150; Golden Orange G CI 1096; Golden Orange A CI 1097; Khaki 2 G; Olive T; Olive COL; Olive Green B; Yellow 3rd.

Uses of several other colors are restricted. There are adequate substitutes, but *some fading* may result from their use.

CASEIN: No shortage of casein and none is anticipated.

CELLOPHANE: Amendment No. 3 to Order L-20 prohibits use of cellophane on paper and paper products, including window correspondence envelopes.

COPPER: Order M-9-c-3 sets a deadline of May 31, 1942, for use of bronze powder, paste, ink and leaf in the printing industry. However, the Order permits any user who had a stock of these items on hand March 31, to use in the two months' period ending May 31 one-sixth of his 1941 usage. Write to the War Production Board, Washington, D. C., Reference M-9-c-3, stating inventory of bronze powder, paste, ink or leaf (as of March 31, 1942), and stating use of these items during the year 1941. This letter must be submitted in quadruplicate.

Permission has been granted to *bronze leaf makers* to sell completed stocks on hand and to extend to their customers the right to use the material sold to them.

COPPER ORDER M-9-c: Copper Order M-9-c has been amended effective May 7, 1942. Special provisions affecting this industry read as follows: "The foregoing provisions

AN AMERICAN INSTITUTION WORKING WITH AND FOR AMERICA

UP ON THE FIRING LINE *and* DOWN ON THE FARM

Abroad and at home, *food* continues to be the wellspring from which are drawn national health and energy for our fighting and defense forces. The man behind the gun, behind the lathe, behind the plow and behind pick and shovel joins hands with all other loyal Americans supporting our war effort. They all need food, the fuel for fighting manpower. Because food is so vital, its protection is imperative, therefore, to this goal we extend all our efforts in providing protective papers that forestall waste and contamination.

Folke Becker

PRESIDENT
RHINELANDER PAPER COMPANY

RHINELANDER
PROTECTIVE PACKAGING
Papers

FROM THE BEST THAT'S MADE TO THE CHEAPEST THAT'S GOOD

Genuine Greaseproof
Laminated Frozen Food Wrappings
Confectionery Papers
Cereal Wrapping Papers

Laminated Greaseproof Papers
Lard and Shortening Liners
Bakery Product Wraps
Coffee Bag Papers

Cracker Box Liners
Greaseproof Innerwraps
Glassine Papers, Plain, Colored and Embossed

Wax Laminated Glassine
Opaque Label & Bag Glassine
Packing Industry Wrappings—and Specialties to order

RHINELANDER PAPER COMPANY • MILLS AT RHINELANDER, WISCONSIN, U. S. A.

of this Amended Order shall not apply to the use of Copper Products and Copper Base Alloy Products in typography, engraving, photoengraving, gravure plate making, electrotyping, stereotyping and printing in the printing and publishing industries. In those processes, the use of bronze powder, bronze ink, bronze paste and bronze leaf is controlled by Supplementary Conservation Order M-9-c-3 effective March 28, 1942, and all other uses in those industries of Copper Products and Copper Base Alloy Products, including scrap, is hereby limited in any calendar quarter to 70% of the usage in the corresponding quarter of the year 1940. Nothing contained in this paragraph (F) (1) affects the prohibition of the manufacture of powder, ink, paste and leaf with Copper Products or Copper Base Alloy Products contained in this Amended Order."

COPPER SCRAP: Applications are being received by the Copper Branch for use of copper scrap under provisions of Order M-9-b. (Note that a plant which melts electrotype printing plates and sells the copper shells to a scrap dealer, does not need authorization to continue this practice, since this does not constitute "processing" copper scrap and therefore is not restricted by Order M-9-b.)

The following three classifications of use of copper scrap require specific authorization under M-9-b: (1) a plant using copper scrap which is generated entirely in its own plant; (2) a plant wishing to use or to salvage its own copper scrap and also to purchase from its customers such scrap as electrotype shells and photoengravings; (3) a plant wishing to have its own or purchased scrap melted and cast into anodes by an outside company, or to have electrotype shell copper reclaimed by an outside company.

In any of the above three cases or combination of cases, specific authorization should be requested by addressing the War Production Board, Washington, D. C., Reference M-9-b, stating clearly the nature of the operation for which permission is desired. (Note that authorization to use copper scrap will be confined to copper scrap from Graphic Arts processes, and will not include permission to use scrap copper wire or repair copper.)

GLYCERINE: Under allocation control. Use for rollers not restricted at present, but use in adhesives for book and magazine production limited to 70% of 1940 usage.

INK: Orders M-53 and P-94 principally concern manufacturers, including those printers who make their own ink. Ink makers expect to meet most demands for 1942.

Order M-56 prohibits use of natural resins in spirit label varnishes; however, the Order allows the use of Belgian Congo Copal. Also restricts their use in rotogravure inks to 75% of corresponding 1941 quarter, and in other inks and varnishes to 50%. Ink makers state that substitutes are available.

Use of *Oiticica* oil (tung oil substitute) now subject to *restrictions of tung oil* Order M-57.

IRON AND STEEL: Sweeping restrictions and prohibitions under Order M-126, effective May 5, 1942. After 90-day limited use, the manufacture of 400 common civilian products is prohibited except under certain conditions such as repair and maintenance. Inclusion of "mechanical book binding wire" on list refers to such types as "Spiral" binding, and not to regular stitching wire. Appeals under the Order will be handled by WPB district field offices, not in Washington, and must be made on Form PD-437.

LEAD: Unchanged at 90% of either third or fourth quarter of 1941; electrotypers molding lead exempted from restrictions. Further restrictions likely because of increasing demands for war production.

LEATHER: Order M-114 provides that no tanner shall process per month more than 80% of $^1/_{12}$ of the sum total of all goatskin, kidskin, cabretta or India goatskin processed by him in 1941.

MACHINERY: Order L-83 requires specific authorization for sale, transfer, or delivery of new, second-hand, and rebuilt printing machinery in excess of $200 value. Permits repair and maintenance parts up to $1,000 for a single piece of existing machinery, with no limit for parts in case of actual breakdown.

Amendment No. 1 to L-83 permits machinery manufacturers to continue production until May 15, with no change in requirements for specific authorization for sale, transfer or for delivery.

MAGNESIUM: Under complete allocation; Order M-2-b extended until October 31, 1942.

NICKEL: Has become considerably *more critical.* Allocation to our industry for May is 6,500 pounds. Electrotype printing plates not covered by nickel scrap order M-6-c, since proportion of nickel in used printing plates is less than $^1/_2$%.

Nickel Salvage Program IRB-5 was not intended to requisition normal stocks of nickel anodes used for plating electrotypes. Any establishment receiving IRB-5 Forms and affidavit should complete and return as directed. Show stocks of new and partly used anodes, of dry nickel salts, and estimated quantity of nickel salts in solution. Show on affidavit form that you do not wish to sell nickel anodes, because nickel is used for plating electrotype printing plates.

OBSOLETE PLATES: It is suggested that all plants start listing inventories of obsolete printing plates and forms, to determine which can be scrapped.

PAPER: Deliveries have improved on practically all kinds of papers. The Newsprint Association of Canada has announced that there is sufficient newsprint to carry North American consumers through 1942, despite possible hydroelectric power diversion for war purposes.

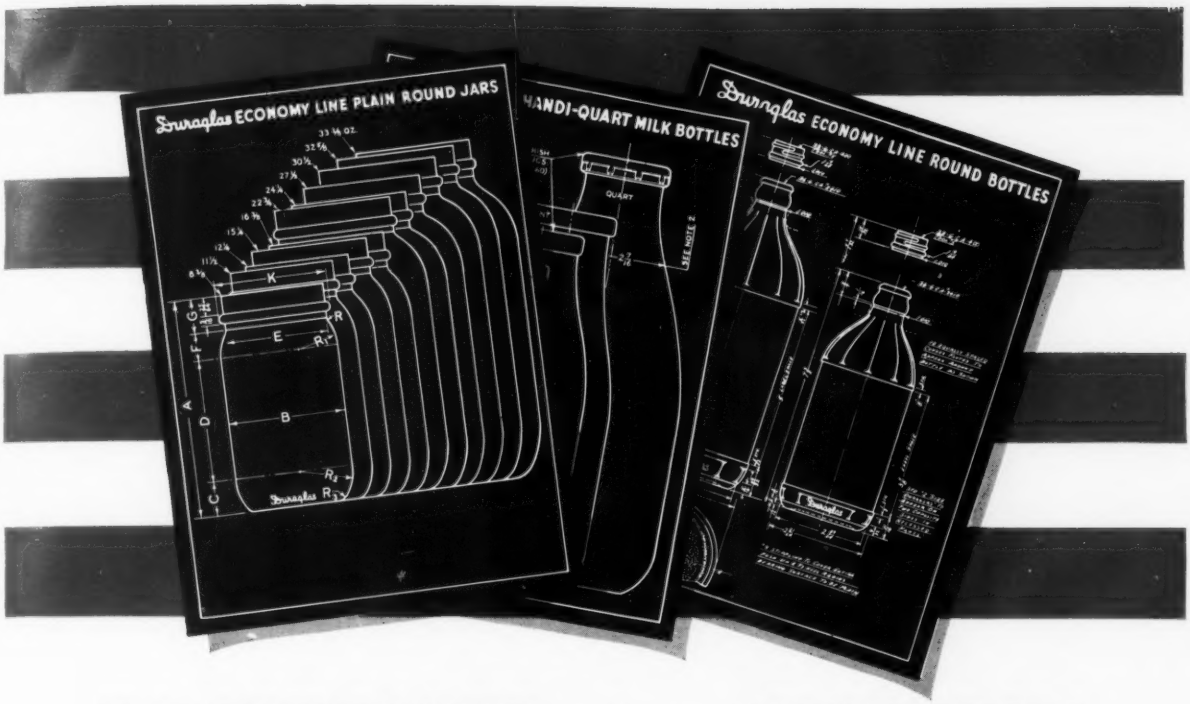
Despite rumors to the effect that a shortage of printing papers is imminent, it is believed that there will be sufficient paper, even under abnormal conditions, to meet the demands for essential needs. No official determination of the relative essentiality of the end-product uses of printing papers has yet been made.

PLASTIC BINDING: Plastics containing phenolic resins are extremely critical; acetate, cellulose and butyrate plastics previously recommended as substitutes are also becoming very critical.

PRIORITY APPLICATION: No priority applications (PD-1A, etc.) will be considered hereafter unless the exact required delivery date is filled in. "Immediately" or "At Once" will get no action and applications will be returned to senders. No more than one month's supply of materials to be incorporated in the product will be authorized on one application.

PRODUCTION REQUIREMENTS PLAN: The Graphic Arts and related trades are at present excepted from coming under this Plan.

RUBBER AND TIRES: The rubber situation has become still more serious, and more rigid controls over all uses of rubber are being put into effect as rapidly as possible. Use of *reclaimed rubber* is now subject to same restrictions as that of new rubber. (*Continued on page 102*)



BLUEPRINTS for VICTORY!

★ ★ ★ FAMOUS PRODUCTS YOU USE DAILY GO INTO "UNIFORM" FOR THE DURATION ★ ★ ★

In a unified effort to win the war, many familiar products of all kinds are going into "uniform"— *new wartime packages.*

Manufacturers are adopting plain, simplified containers, with fewer sizes, so that foods, drugs and other necessities can keep rolling to armed forces, homes and allies.

Glassmakers are being called upon for millions of glass containers *in excess of the industry's normal capacity!* Only by making fewer shapes of bottles and jars can the goal be gained. Glassmaking machines will roar on, 24 hours a day, without stops to change molds. These lighter-weight containers with smaller but practical openings require less glass, need less paper, and less critical materials for closures.

So, when you see a familiar product in a new container, or can't get the size you're used to, remember . . . "That's for Victory!" It will be the same product . . . but proudly wearing a wartime uniform.

OWENS-ILLINOIS GLASS

DEVELOPERS OF Duraglas* CONTAINERS

"THIS ABOVE ALL—"

"The development of your new (container material)," we wrote, "is of tremendous importance to our readers. This material, we realize, is in process of development and we have no desire to publish a premature release that would be in any way embarrassing to you . . . but, we should like the complete story as soon as it is possible for you to release it."

That excerpt, from a letter to a material supplier, was prompted by a rumor which we caught in an issue of another business paper. The reply came: "The publicity recently given (our new product) was unfortunately premature. The product is still under investigation in the laboratory—not yet perfected to the point that submission of samples or discussion of technical data is justified. Developments are only in the very early stages and we cannot say whether or not the difficulties will be successfully overcome."

The foregoing quotations are given because they illustrate a policy which Modern Packaging has always followed. That policy should now be restated and reaffirmed because in times like the present it is obviously more important than ever. We cheerfully salute the enterprising newshawk who uncovered the item referred to; but at best its publication could only hold out false hopes to many package users while serving merely to embarrass the producers.

The rumor crop nowadays is pretty plentiful. Substitutions and alternate materials are being tested in every laboratory. Solutions for shortages and panaceas for problems come from the most unexpected places. The business writer or editor has a plethora of partially matured stories pushed at him every day. Journalistically, this is a Roman holiday for the sensation monger and the headline hunter.

For the conscientious business paper, neither the task of selection nor the method of treatment is easy. On the one hand, it doesn't do to be "scooped"—too often, at least. On the other hand, space must not be given to matters which are merely a gleam in some inventor's eye or a bright hope in someone's heart. When a patent that relates to packaging is granted, it merits mention in our Patent Digest. When authenticated laboratory tests are made, that is a worthy step further; but—according to our view—only when there are successful and practical commercial applications which signalize the actual launching of a material, a process or an idea does it become really worthy of space. The temptation is strong at times to use items because of their high reader interest. But—as we see it—the business paper must resist the temptation. False hopes must not be held out. It is just as reprehensible to adopt the Pollyanna attitude about availability of materials as it is to go to the opposite extreme and cry, "Wolf! Wolf!" about possible shortages.

Modern Packaging is just as eager to appear bright and interesting to its readers as any other publication. But over and above that desire is a sense of responsibility—currently more keen than ever—to be always, accurate and helpful about things that are actual, practical and available. Never, if we can avoid it, will we publish any but authenticated facts and then only if a product has reached a stage when it is commercially available as an actual, tested success.

Editor

Change, always swiftly paced here in the United States, is now being accelerated with increasing tempo.

In the field of packaging, restrictions of raw materials are forcing a redesigning of operation—a reorganizing of processes—a revitalizing of research.

Here at Crown, our laboratories are humming with activity in the execution of a broad, three-point program of vital significance to glass-packers everywhere.

1. Through continued adherence to the highest standards of production control, the quality of every type of CCS Closure is being rigidly maintained within the limitations of governmental sanction.

2. Through the contribution of CCS engineering skill and experience, technological assistance in solving special sealing problems is offered our customers.

3. Through unremitting research, every facility of modern science is being used to adapt improved methods and materials to the new era of packaging, *and to discover alternates for materials requisitioned by war.*

CROWN CORK AND SEAL COMPANY, BALTIMORE, MD.

World's Largest Makers of Closures for Glass Containers

FOR THE LAST WORD IN CLOSURES—

COME TO CROWN FIRST!

★ **CROWN'S PART IN DEFENSE—Building tripod mounts for anti-aircraft guns.**

THERE'S ALWAYS TOMORROW....
FROM every county in every state men have gone to the colors . . . and women too. They have gone with a will to win . . . and win as quickly as possible. Our job here at Heekin is to help them. Right now huge batteries of Heekin color presses are rushing at top speed . . . day and night . . . producing millions of containers used in war and in defense. If you have a war or defense product that can use these production facilities, we can assist you. If yours is a peacetime product, remember that Heekin looks to tomorrow with confidence in Victory . . . confidence in you . . . and confidence in this company. In the meantime—Look Ahead.
THE HEEKIN CAN CO., CINCINNATI, OHIO
HEEKIN Lithographed Cans
WITH HARMONIZED COLORS
TEA

Testing basis weight and thickness of paper

In its studies on methods of testing, the American Society for Testing Materials completed the following tentative methods of test for Basis Weight of Paper and Paper Products and for Thickness of Paper and Paper Products. The two methods are reprinted in their entirety. They are part of the series reprinted in February Modern Packaging on methods of test for various properties of paper.

Basis Weight of Paper and Paper Products[1]

Scope

1. This method of test covers the procedure for determining the basis weight of large and small pieces of paper. Factors for conversion of basis weight from one commercial size of paper to another are given in the Appendix.

Apparatus

2. The apparatus shall consist of the following:

(*a*) *Balance.*—A balance having a sensitivity of not less than 0.25 per cent of the load applied and so graduated that readings of this degree of accuracy can be made. The balance should preferably be a specially constructed sheet-weighing device indicating the equivalent weight of a 500-sheet and also a 480-sheet ream in pounds when a specimen consisting of one sheet of the designated size is weighed. The balance shall be protected from air currents while weighing.

(*b*) *Measuring Device.*—A device capable of measuring the size of the specimen to an accuracy within 0.25 per cent of the smallest dimension to be measured.

(*c*) *Paper Cutter.*—A template for cutting the paper to size. When a template is used for preparing the sheets, it is recommended that the paper be cut to exact size with a sharp knife. A paper cutter having an attachment for ensuring parallelism of the opposite edges is also recommended.

Calibration of Balance

3. The balance shall be level at all times and care shall be taken that the level is not disturbed. The balance shall be calibrated after leveling by applying accurate weights with increasing and decreasing loads. If the level of the balance is not disturbed, the frequency of calibration depends entirely upon the condition and frequency of use and, therefore, becomes largely a matter of judgment.

Sampling

4. The material shall be sampled in accordance with the Tentative Method of Sampling Paper and Paper Products (A.S.T.M. Designation: D 585) of the American Society for Testing Materials.[2]

Test Specimens

5. The test specimens shall consist, whenever possible, of at least 10 sheets each approximately 100 sq. in. (645 sq. cm.) in area taken from the sample obtained as prescribed in preceding Section 4.

Test Conditions

6. All test specimens shall be brought to a standard condition prior to testing and all tests shall be made under the standard atmospheric conditions.[3]

Procedure

7. The area of the test specimen shall be determined to the nearest 0.25 per cent of its total area. The weight of the specimen shall be determined to the nearest 0.25 per cent of its total weight. If weighed in grams, the weight of 10 sheets multiplied by 1.102 gives the equivalent weight in pounds of 500 sheets of the same area.

Report

8. (*a*) The report shall include at least two of the following items:

(*1*) Equivalent ream weight in pounds for a ream consisting of 500 sheets 25 by 40 in. (635 by 1016 mm.) in size,

(*2*) Weight in grams per square meter of paper, and

(*3*) Equivalent weight for the ream size commonly used by the paper industry for the particular type of paper.

(*b*) The weight shall be reported to three significant figures. If less than 1000 sq. in. (0.6 sq. m.) of paper is used for the test, the area tested shall be reported.

Reproducibility of Results

9. Duplicate determination made on different sets of samples from the same shipment and on different apparatus shall agree within 2 per cent.

APPENDIX

A1. The information given below will be of assistance in calculating the weight of paper and the conversion of customary trade-sizes 500-sheet reams to and from the weight in pounds of size 25 by 40, and to the weight in grams per square meter.

[1] Under the standardization procedure of the Society, this method is under the jurisdiction of the A.S.T.M. Committee D-6 on Paper and Paper Products. Accepted by Committee E-10 on Standards, August 25, 1941.

[2] 1940 Supplement to Book of A.S.T.M. Standards, Part III, p. 489.

[3] See the Standard Method of Conditioning Paper for Testing (T402m–41) of the Technical Association of the Pulp and Paper Industry.

A2. When specimen sheets are weighed on a balance in grams or on a paper scale, the weight of trade size 25 by 40, 500-sheet ream is calculated as follows:

$$P = \frac{1102g}{abn} \quad \text{or} \quad \frac{7111g}{yzn}$$

$$P = \frac{1000p}{abn} \quad \text{or} \quad \frac{6451p}{yzn}$$

$$G = \frac{1550g}{abn} \quad \text{or} \quad \frac{10{,}000g}{yzn}$$

$$G = \frac{1406p}{abn} \quad \text{or} \quad \frac{9070p}{yzn}$$

where:

P = weight in pounds of trade size 25 by 40, 500-sheet ream,
G = weight in grams per square meter of trade size 25 by 40, 500-sheet ream,
a = length of specimen in inches, or
y = length of specimen in centimeters,
b = width of specimen in inches, or
z = width of specimen in centimeters,
g = weight in grams of sheets weighed, or
p = indicated weight on scale for 500 sheet ream, and
n = number of sheets weighed.

A3. Conversion factors for converting the weights of some customary trade sizes of 500-sheet reams, t, to and from the weight in pounds of 25 by 40, 500-sheet reams, s, and in grams per square meter, m are given in Table I.

TABLE I.—CONVERSION FACTORS FOR TRADE SIZES OF PAPER

Kind of Paper	Trade Size, 500-Sheet Ream, In.[a]	Conversion Factors[b] A (s to t)	B (m to t)	C (t to s)	D (t to m)
Writing and printing	17 by 22	0.374	0.266	2.674	3.760
(Demy size)	17½ by 22	0.394	0.280	2.540	3.571
Blotting	19 by 24	0.456	0.324	2.193	3.083
Cover	20 by 26	0.520	0.370	1.923	2.704
Tissue (double crown size)	20 by 30	0.600	0.427	1.667	2.343
Cardboard	22 by 38	0.616	0.438	1.623	2.282
Bristol and tag	22½ by 28½	0.641	0.456	1.559	2.195
News and wrapping	24 by 36	0.864	0.614	1.157	1.627
Book	25 by 38	0.950	0.675	1.053	1.180
T. A. P. P. I. standard size	25 by 40	1.000	0.711	1.000	1.406
Metric size	1 sq. m.	1.406	1.000	0.711	1.000

[a] If the given trade size is in 480-sheet reams, then the factors A and B shall be multiplied by 48/50 (or 0.960), and C and D by 50/48 (or 1.042) for conversion.

[b] These conversion factors, except for the metric size, are obtained as follows:
A = 1/1000 area of trade size sheet in square inches
B = $0.711/A$
C = $1/A$
D = $1.406/A$

A4. The following examples illustrate the use of the conversion factors in practical calculations:

(*a*) The weight in pounds of 25 by 40-500 multiplied by A is equivalent to the weight in pounds of a given trade size, for example:

100 lb. 25 by 40-500 × 0.600 = 60.0 lb. 20 by 30-500

(*b*) The weight in grams per square meter multiplied by B is equivalent to the weight in pounds of a given trade size, for example:

60 g. per sq. m. × 0.711 = 42.7 lb. 25 by 40-500

(*c*) The weight in pounds of a given trade size multiplied by C is equivalent to weight in pounds of 25 by 40-500, for example:

32 lb. 24 by 36-500 × 1.157 = 37.0 lb. 25 by 40-500

(*d*) The weight in pounds of a given trade size multiplied by D is equivalent to the weight in grams per meter, for example:

50 lb. 25 by 38-500 × 1.480 = 74 g. per sq. m.

A5. For convenience in converting the weight of a ream of 500 sheets 24 by 36 in. in size to the weight of a ream of 500 sheets of any other of the accepted trade customs, multiplier factors are given in Table II.

TABLE II.—CONVERSION FACTORS FOR WEIGHTS OF REAMS

Trade Custom Size, 500-Sheet Ream, In.	Conversion Factor
17 by 22	0.4166
19 by 24	0.5046
20 by 26	0.6018
20 by 30	0.6944
22 by 28	0.7129
22 by 5 by 28.5	0.7468
24 by 36	1.000
25 by 38	1.0995

A6. (*a*) In case the available sample is smaller than the required size as prescribed in Paragraph A5, the following formula should be used for obtaining weight in the desired ream size. The paper should be cut to accurate dimensions and weighed on an analytical balance.

$$T = \frac{WS}{a}$$

where:

T = weight of trade size desired,
W = weight of sample in pounds,
S = area of trade size in quare inches, and
a = area of sheet in square inches.

(*b*) When it is required to find the linear feet in a roll of paper having given the ream weight, the width of the roll, etc., the length of the roll may be calculated as follows:

$$L = \frac{Ra}{12WD}$$

where:

L = length of roll in feet,
R = weight of roll in pounds,
a = area of ream in square inches,
W = weight of ream in pounds, and
D = width of roll in feet.

Thickness of Paper and Paper Products[1]

Scope

1. These methods cover the procedures for determining the thickness of all kinds of paper and paper products except crepe paper and corrugated board. Five methods are covered, applicable to the following types of paper:

Method A, for the general run of papers and paper products.

Method B, for the general run of paper products. The use of the spring-actuated instrument is permissible as an alternative to the apparatus prescribed in method A, but is not recommended.

Method C, for soft, low density papers, such as roofing felt.

Method D, for electrical insulating papers.

Method E, for paper which is 2 mils (0.002 in.) and under in thickness.

[1] Under the standardization procedure of the Society, these methods are under the jurisdiction of the A.S.T.M. Committee D-6 on Paper and Paper Products. Accepted by Committee E-10 on Standards, August 25, 1941.

THE STORY OF THE LITTLE BIRD

(OR WOOD TO PAPER AND BACK TO WOOD AGAIN)

ONCE UPON A THERE WAS A . A LITTLE MADE HIS THERE. ONE DAY A WOODSMAN CUT THE DOWN WITH AN . ALAS! THE POOR LITTLE WAS HOMELESS! THE WAS SENT TO A MILL AND MADE INTO . NASHUA BOUGHT THE AND HAD IT SHIPPED BY TO ITS IN . NASHUA'S **CREATORS** DEVELOPED A DISTINCTIVE DESIGN — THE **CHEMISTS** CONCOCTED A BEAUTIFUL COATING — & THE **CRAFTSMEN** PRODUCED A WOODGRAIN WONDROUS TO BEHOLD! THE LITTLE SAW THE & EXCLAIMED, "SUCH REALISM! IT BRINGS BACK MEMORIES OF ! HOW REMARKABLE! WOOD TO AND BACK TO WOOD AGAIN!"

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NASHUA ★ ★ NEW HAMPSHIRE

CREATORS · CHEMISTS · CRAFTSMEN

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Picture a product designed to dissolve in your mouth . . . and then picture what an export problem it presents to the manufacturer shipping it to tropical cities where the humidity is always high...or higher.

Sharp & Dohme faced that problem with "Sucrets"... and Sharp & Dohme and Crown Can worked out a tropic-proof container.

The export container for "Sucrets" contains a rubber "gasket" cemented into place on the lid that forms a tight, moisture-proof seal that protects the contents while being shipped . . . and while they are on the shelves of some *botica* or *farmacia* in the high humidity of a tropical port.

CROWN CAN COMPANY, PHILADELPHIA, PA., *Division of Crown Cork and Seal Company.* Baltimore • New York • St. Louis • Houston • Madison • Orlando • Fort Wayne • Nebraska City.

Thickness

2. Thickness as measured in these methods is defined as the thickness of a single sheet, in contradistinction to "bulking thickness," which is the thickness of a pile of sheets determined in accordance with the Standard Method of Test for Bulking Thickness of Paper (A.S.T.M. Designation: D 527) of the American Society for Testing Materials.[2]

Apparatus

3. The apparatus shall consist essentially of two plane parallel faces which can be moved apart or together along an axis perpendicular to themselves. In use, one of these faces (the anvil) shall be held stationary, the specimen shall be placed over it, and the other face (the presser foot) which is circular moved toward it until it exerts a predetermined pressure on the specimen. When this condition has been reached, the distance between the two faces shall be read on a suitable device and recorded as the thickness of the specimen.

(*a*) *Method A.*—The diameter of the presser foot shall be not less than 0.56 in. nor more than 0.65 in. The force shall be exerted by gravity acting on the presser foot and the moving parts connected therewith, and shall be such that the pressure is 8 ± 1 psi.

(*b*) *Method B.*—The diameter of the presser foot and the pressure shall be the same as for method A, but the force shall be exerted by a spring instead of by gravity.

(*c*) *Method C.*—The presser foot and actuating force shall be the same as that prescribed for method A but the pressure shall be 4 ± 1 psi.

(*d*) *Method D.*—A machinist's micrometer conforming to the requirements for the instrument prescribed in method A of the Tentative Methods of Test for Thickness of Solid Electrical Insulation (A.S.T.M. Designation: D 374) of the American Society for Testing Materials.[3]

(*e*) *Method E.*—The apparatus prescribed for either method A or method D may be used.

Calibration

4. (*a*) *Parallelism of Faces.*—Place a hard steel ball about $^1/_{16}$ in. in diameter fixed firmly in a thinner flat piece of metal to serve as an anvil and note the readings at different points on the handle.

(*b*) *Accuracy of Readings.*—Set the instrument to zero and place standard gage blocks having an accuracy of 0.00001 n. between the plane faces and observe the corresponding dial readings over the range to be used.

(*c*) *Pressure Between the Faces.*—Determine the force required to just prevent the movement of the presser foot from a reading approximately corresponding to the average thickness of the paper to be tested to a lower reading with a suitable balance and determine the contact pressure with this force. For example, attach a fine copper wire to the presser-foot where it projects through the top of the apparatus, and, by means of a coarse balance or a calibrated spring, measure the force necessary to prevent the closing of the foot. Alternatively, a stirrup may be used made of a flat metal plate having a hole larger than the diameter of the micrometer foot, covered at the bottom of the plate by a thin metal disc of about the average thickness of the paper to be measured. Suspend the stirrup from a suitable balance.

(*d*) *Micrometer.*—Calibrate the micrometer used in methods D and E in accordance with the procedure described in Methods D 374.[4]

Sampling

5. The material shall be sampled in accordance with the Tentative Method of Sampling Paper and Paper Products (A.S.T.M. Designation: D 585) of the American Society for Testing Materials.[5]

Test Specimens[5]

6. Ten specimens shall be tested, each having a width of not less than 2 in. If it is not possible to secure specimens 2 in. in width, the width shall be stated in the report. Test specimens shall be taken from samples representative of the shipment and shall be free from creases.

Conditioning

7. Specimens shall be brought to equilibrium with an atmosphere of known temperature and humidity and shall be tested in that atmosphere.

Procedure

8. (*a*) *Methods A, B, and C.*—Place the specimen between the jaws of the measuring device and lower the presser-foot as gently as possible upon the surface of the paper, with its edge at least $^1/_4$ in. from the edge of the paper. Determine the thickness of each of the ten specimens in each of two different places. If the mean between the maximum and minimum of the 20 results differs from the average of all 20 by more than plus or minus 5 per cent, measure enough additional specimens to obtain agreement within these limits.

(*b*) *Method D.*—Determine the thickness of electrical insulating papers in accordance with the procedure described in method A of Methods D 374.[4]

(*c*) *Method E.*—Determine the thickness in accordance with the procedure described in either Paragraph (*a*) or (*b*). Determine the thickness of at least ten specimens of ten sheets each (Note).

NOTE.—For papers having a thickness of 2 mils or less a single specimen shall consist of a pile of ten sheets. If a micrometer is used to measure the thickness of a single sheet of this thinness, the error in reading the instrument is likely to make a significant difference in the result. If a pile of ten sheets is measured and the result divided by ten, there will also be an error due to the "piling effect," but the latter error will, in general, be smaller than the former.

Report

9. The report shall include the following:

(*1*) Method used for determining thickness,

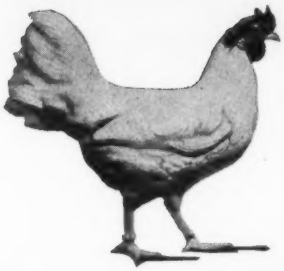
(*2*) Relative humidity and temperature of conditioning atmosphere,

(*3*) Number of specimens tested, if more or less than ten,

(*4*) Width of the specimens, of less than 2 in., and

(*5*) Maximum, minimum, and average thicknesses measured to the nearest 0.0001 in.

[2] 1941 Supplement to Book of A.S.T.M. Standards, Part III.
[3] 1941 Supplement to Book of A.S.T.M. Standards, Part III.
[4] 1940 Supplement to Book of A.S.T.M. Standards, Part III, p. 489.
[5] See also Section 8(*c*).



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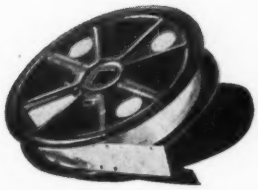

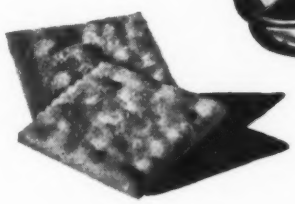

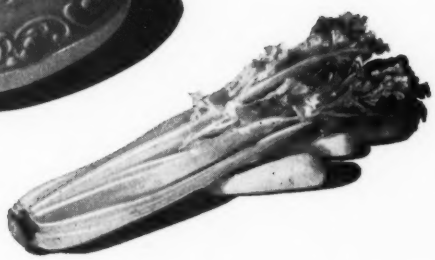

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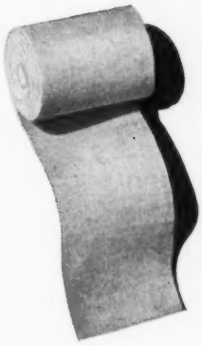

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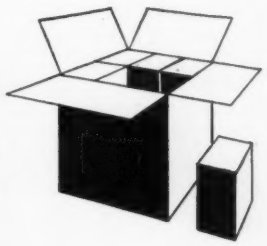

U. S. patent digest

This digest includes each month the more important patents which are of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 10 cents each.

CONTAINER. A. B. Gehr (to Newspaper Service Corp., Houston, Tex.). U. S. 2,279,327, Apr. 14. A container formed from tube of cellulose material comprising only two longitudinal panels, being adopted to be expanded to receive bulky articles.

CONTAINER HANDLING APPARATUS. T. M. Reayl, Philadelphia, Pa. U. S. 2,281,516, Apr. 28. An apparatus for opening collapsed flexible containers.

CONICAL CONTAINER AND METHOD OF MAKING SAME. J. E. Pate (to Gibson Patent Containers, Ltd., Sydney, New South Wales, Australia). U. S. 2,279,289, Apr. 7. Forming conical container from paper or paperboard blank having body portion defined by converging side edges and an end portion wholly unsevered from said body portion.

KNOCKDOWN CARTON. F. H. Groves, Dormont, Pa. U. S. 2,279,233, Apr. 7. A flat web of paperboard cut and creased for erection of a carton.

SKIVED CONTAINER AND METHOD OF MAKING SAME. H. F. Waters, New York, N. Y. U. S. 2,279,358, Apr. 14. Container combination comprising in combination a quadrangular sheet of flexible material with skived incision in three marginal strips separating same into inner and outer layers.

SKIVED CONTAINER CONSTRUCTION AND METHOD OF MAKING SAME. A. F. Waters, New York, N. Y. U. S. 2,279,359, Apr. 14. Method of making fluid-tight container.

CONTAINER CLOSURE AND DISPENSER FOR SEMI-LIQUID PRODUCTS. G. D. Rechten, Los Angeles, Calif. U. S. 2,280,263, Apr. 21. A dispensing device and closure member comprising a barrel member, adapted to be secured in the opening of a container.

BOX. P. F. Boeye (to Waldorf Paper Pdts. Co., St. Paul, Minn.). U. S. 2,281,061, Apr. 28. A box open at top and comprising side and end walls, end wall being free at upper ends.

DISPENSER. J. S. Rosenblatt (to Origination, Inc., Chicago, Ill.). U. S. 2,277,936, Mar. 31. A receptacle for dispensing fluid comprising single tube fitted in operating relationship with and extending through opening in receptacle.

DISPENSING DEVICE. W. L. Briedingen, Ironequoit, N. Y. U. S. 2,118,154, May 24, 1938. A dispensing device for shaving cream, toothpaste, etc., contained within a tube, discharging measured amounts of contents.

COMBINED SUPPORTING AND DISPLAY DEVICE FOR BOXES. H. A. Cowles, Rochester, N. Y. U. S. 2,278,914, Apr. 7. Display device for boxes scored to be divided longitudinally into a plurality of collapsed sides.

FASTENING MEANS FOR CARTONS AND THE LIKE. W. R. Witherspoon, Englewood, N. J. U. S. 2,279,356, Apr. 14. A closure having a depending skirt to telescope and surround the upper part of sidewall of cylindrical can or container.

PACKAGE. G. C. Laycock, Norwich, England. U. S. 2,279,471, Apr. 14. Tray formed of resilient flexible material to fit in outer box provided with plurality of apertures into which are fitted small articles of display purposes.

BOX. G. F. Ford, B. R. Lewis and W. F. Pittman (to Fibreboard Pdts., Inc., San Francisco, Calif.). U. S. 2,279,670, Apr. 14. A box with side and end walls folded upwardly from bottom with rim flap along upper edge of each wall to provide triangularly shaped beads projecting outwardly to form skirt portion.

PACKAGE. J. H. Vineberg, Ottawa, Ontario, Canada. U. S. 2,280,138, Apr. 21. A folder of a one-piece blank with fold lines with locking flap on one section and extending along free edge.

CARTON STRUCTURE. W. F. Luce, San Francisco, Calif. U. S. 2,280,155, Apr. 14. Pair of open rectangular frames disposed in end of a fibreboard carton with spring panel leaving its ends supported on lower transverse members on inside of frame.

CHICK BOX STRUCTURE. N. F. Schaefer (to Anderson Box Co., Indianapolis, Ind.). U. S. 2,280,544, Apr. 21. A chick box including a lower and body portion engaging edge conforming to the body portion sag for bowing the body portion to conform initially to the potential sag of this portion.

CARTON. W. V. Miller, Middletown, Conn. U. S. 2,281,165, Apr. 28. A carton formed from one piece blank, when side sections bent upward form curved support for window supporting flap.

PACKAGE AND DISPLAY CARTON. R. G. Stevens, Jr., Chicago, Ill. U. S. 2,280,937, Apr. 28. A display carton for displaying and storing articles comprising outer casing with openings into which articles may fit.

COLLAPSIBLE BOX. H. A. Carruth (to National Folding Box Co., New Haven, Conn.). U. S. 2,280,793, Apr. 28. Collapsible fibreboard box with uncut bottom wall panel.

CAN BODY. A. L. Forsberg (to The Warfuekd Co., Chicago, Ill.) U. S. 2,279,667, Apr. 14. A can of sheet metal with plurality of layers near one end, said edges being joined with lock seam.

CAN. A. L. Forsberg (to The Warfield Co., Chicago, Ill.). U. S. 2,279,668, Apr. 14. Can formed by joining edges of sheet metal, the band forming a tear strip extending beyond one edge to form a tongue.

BAG CLOSING AND SEALING MACHINE. H. V. Kindseth (to Bemis Bros. Bag Co., Minneapolis, Minn.). U. S. 2,279,328, Apr. 14. Means for supporting a filled bag in a bag closing and sealing machine.

ART OF APPLYING LABELS AND MACHINE FOR APPLYING LABELS. G. W. von Hofe (to New Jersey Machine Corp., Hoboken, N. J.). U. S. 2,279,724, Apr. 14. A labeling machine for applying thermoplastic labels under heat.

METHOD OF MAKING PACKAGES. E. L. Smith and F. R. Clark (to Package Machinery Co., Springfield, Mass.). U. S. 2,279,842, Apr. 14. Method of forming sealed end on article which is wrapped circumferentially.

WRAPPER FEEDER FOR WRAPPING MACHINES. E. L. Smith and C. E. Melhorn (to Package Machinery Co., Springfield, Mass.). U. S. 2,279,843, Apr. 14. A web feed for a wrapping machine with a pair of continuously rotating feed rolls and a second pair spaced from the first and driven at a higher speed.

LABELING DEVICE. E. L. Smith and E. A. Van Wart (to Package Machinery Co., Springfield, Mass.). U. S. 2,279,844, Apr. 14. Labeling machine with article carrier having pockets for conveying a succession of articles with labeling carrier positioned to transfer labels successfully to the articles in the article carrier.

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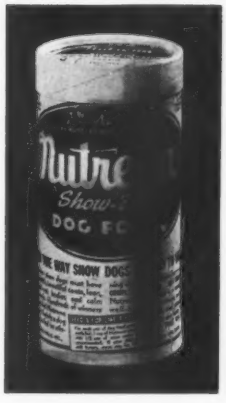
Containers for dog food

There has been much concern about the feeding of dogs in wartime because of the government stoppage of the use of cans for dog food. However, many companies are solving satisfactorily the dog food packaging problem. Officials of Wilson & Co., packers of Ideal dog food state, "We can assure the public that there will be no shortage of our dog food in another type of pack. Though dog owners may soon fail to find the familiar cans on dealers' shelves, adequate supplies of this food, packaged in a carton, will gradually replace the vanishing stocks of canned food."



The Wilson company's new pack, Ideal Victory Type dog food, is the result of the firm's search for a food that could be dry packaged and was not devised particularly to meet the present emergency. The new food is dehydrated and is successfully packed in a simple, convenient, practical carton. Both the food and the packaging have certain advantages in their own right, according to Wilson & Co. The package is easier to open than a can and food remaining in the open package before being mixed with liquid requires no refrigeration. The handy carton saves time, shipping and storage space and because the package is light and less bulky, the food can be sold in larger quantities.

National Biscuit Co. has a dehydrated product, Milk-Bone Tiny-Bits, which is packed in an attractive carton showing both the user and use of the food. One side features an appealing picture of a puppy and the other a hand holding the open package from which the dry concentrated product pours into the dog's or cat's food pan. Complete directions for feeding are printed on the carton, together with helpful information on regulating the diet of dogs and cats.

Another company recently adopting a paper container is Nutrena Mills, Inc., of Kansas City, Kansas. These mills have made the new container standard for their Nutrena dog food. "While we have been manufacturing and merchandising our product for over seven years," an official of the company reports, "this is the first time we have put it in such a small sized container. The 19-oz. package was acceptable because it held by measure exactly four cups and in the production of our product, we have found that one cup will feed in the place of one can. Therefore, we have adopted the slogan, 'Feed a cup like a can,' and are able to merchandise this package as containing four cups." (*Continued on page 106*)

***Left.** Cartons, bags and fibre cans are present day containers for food for dogs. Products represent many well known brand names. Some of the products have been on the market for a long time, but were not promoted as much as generally better liked moist canned products; others represent new developments or a wet food which has been dehydrated. Typical of the attention being given to promoting these foods in their wartime containers is the package display piece. Below. Old and new containers for three national brand dog foods. Trade marks are retained.*

MODERN DISPLAY

Wartime advertising at point of sale

*by Paul Thompson**

Gone are the trouser cuffs, patch pockets, dress suits, double-breasted suits and pleated trousers. Gone, too, the frills and frou-frou of woman's clothes. Americans will accept gracefully the restrictions, eliminations and other hardships which war makes necessary, but they will cling to branded merchandise. As long as they are available, Miss America will buy products by brand name. It is hard to imagine her stepping up to a counter to ask for "a box of face powder" or "a bottle of pills."

As long as brands continue, packaged merchandise will be the logical way of selling. While Carr crackers became famous even though sold from a cracker barrel, today's packaging facilities make factory-packaged merchandise more economical as well as more desirable than bulk merchandise. The consumer has confidence in the factory packaged products —he knows they are backed by nationally known, well-established organizations.

Forgotton brands

Branded merchandise carries with it the obligation to keep the name alive by keeping it before the public. When one remembers Pear's soap, that praise for an excellent advertising job once done relegates the product to the past just as "Remember When" radio programs automatically relegate once popular songs to another era.

Today's brands need advertising today, to keep them alive and healthy to meet the competition of news-making brands to be launched at the war's end.

Boom town audience

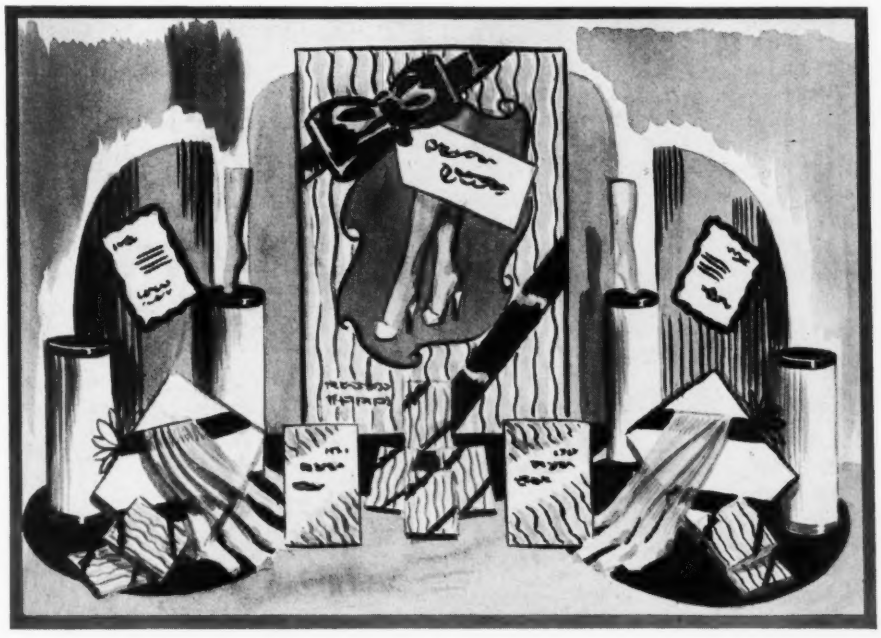
Jingling pockets will find their way to market in spite of travel and tax curtailments. The folks back home as well as those in the cities and towns swollen by war workers will find their way to the major as well as suburban shopping areas. Store windows in spite of all restrictions will have the greatest and wealthiest audiences in history.

With manufacturing ended for so many types of merchandise in the appliance, metal and other fields, boom-town audiences offer to the manufacturers of other branded merchandise more available windows and greater advertising opportunities. The audience is increasing faster than advertising cost, with the real cost per person thereby dropping.

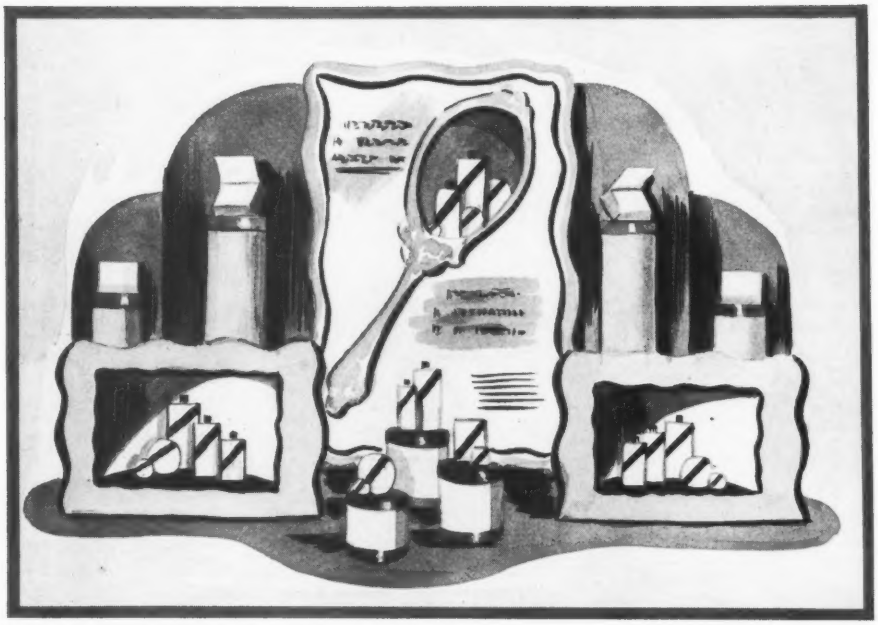
Brands build prestige

The retailer, faced on one side by the greater buying audience with its loosened purse strings and on the other by a tightening in supply, will turn from the emphasis which was placed on price in yesterday's windows. Today's consumers, too, have shown that price is secondary, that quality and distinction come first. This situation will offer a greater opportunity for branded merchandise with its reputation for quality and

* Advertising Manager, Sherman Paper Products Corp.



This stocking window requires little merchandise and little display material. Side wings are an integral part of pedestals and are self-standing and adjustable.



Dramatic setting for cosmetics, featuring a simple but smart coordination of shadow-box treatments. The effect is that of a three-dimensional stage setting with spotlight focusing on the different products in their boxes.

satisfaction. Windows will have the opportunity to build profitable traffic, rather than merely traffic; will have the opportunity, too, to build prestige for the store by identifying it with nationally known packaged products. This new turn of events will give manufacturers' windows greater value in the eyes of the retailer.

Simplify and emphasize

In facing today's greater advertising opportunities at point of sale, the advertiser also faces new problems and new conditions. Today's trends in the conservation of materials and manpower are a challenge to do more with less. Manufacturers of display materials are already helping to meet this challenge by producing more advertising with less material. Double-purpose units, reversible units, lighter materials and simplifications are some of the means that are helping to effect this result.

Today's trends in other fields also help to emphasize this situation. A public that is becoming accustomed to simplified living, with the elimination of all frills and furbelows, naturally applies this same criterion in other fields. Thus, as patch pockets or cuffs may soon look out-of-date, so will the over-decorated window seem out-of-keeping with current conditions in this country.

Shortages of merchandise and the conservation of display materials suggest the advisability of designing windows that will carry a powerful advertising message without the use of as many packaged units or dummies.

Changing the scenery

The sketches which are included with this article show how displays can gain advertising power with simple and concentrated layouts. All the sketches have been designed around the conventional "E-piece" lithographed displays, with the use of a minimum of accessory material.

Rarely has a stage show succeeded without the aid of scenery. And in planning a window, the scenery is doubly important. It molds the lithographed display and the merchandise into a unified display, fitting different sizes of windows. In addition, it shuts out distracting background conditions and adds a note of newness.

The sketches all show the uses of corrugated for background purposes. The simplicity and ease of handling are broadening the use of this material in manufacturer-designed windows. Easily shaped with a pair of shears, it quickly provides a colorful and decorative background setting, the more attractive for its simplicity. Many special effects can also be secured for volume needs by inexpensive die-cutting. In addition to color, corrugated offers different types of surface flutings from quarter-inch corrugations to those as large as four inches and in styles from the concave to the convex.

"Props" in rolls

A necessity for the making of pedestals for varying sizes and heights of display stands, corrugated also provides a great range of possibilities for three-dimensional properties which can be easily constructed by the installation house or furnished by the manufacturer. The fireplace shown in the toiletries setting is made of brick design. It can be constructed on the scene with a half dozen snips of the shears and the use of a tacker; or it can be furnished to the installation house, die-cut, ready to use, but shipped in roll form for compactness and convenience.

The step, or ledge, displays in the toiletries picture form an interesting change from pedestals and are made with equal ease. The shadow-boxes, too, in the cosmetic sketch are constructed of corrugated, easily made by the installation man or furnished in die-cut form by the manufacturer. Pedestals find another use in the installation of simplified backgrounds. In the stocking window, the pedestals are an integral part of the side wings so that, in addition to supporting stocking forms, they also support the two side wings made of corrugated.

A less known method of using corrugated, which is coming into use, reminds one of the Hindu rope trick. A material which is normally flexible in one direction may be made into

rigid upright panels, in which the corrugations are horizontal. The secret lies in lightly cutting one line across the tops of the corrugations parallel to each side of the roll and marking two narrow panels along the sides. When folded back, these form a panel which is rigid in all directions. This can be done by the installer, or furnished already "X" cut for such use.

Design for window backgrounds

A wide variety of seasonal, patriotic and other timely designs are now available in roll form for background use in windows. Processed with a corrugated backing, these designs are simple and easy to install. In the candy window, a modern, snow tree design has been used for added background atmosphere for the lithographed displays. In this window, too, die-cut icicles have been used to further the wintery effect.

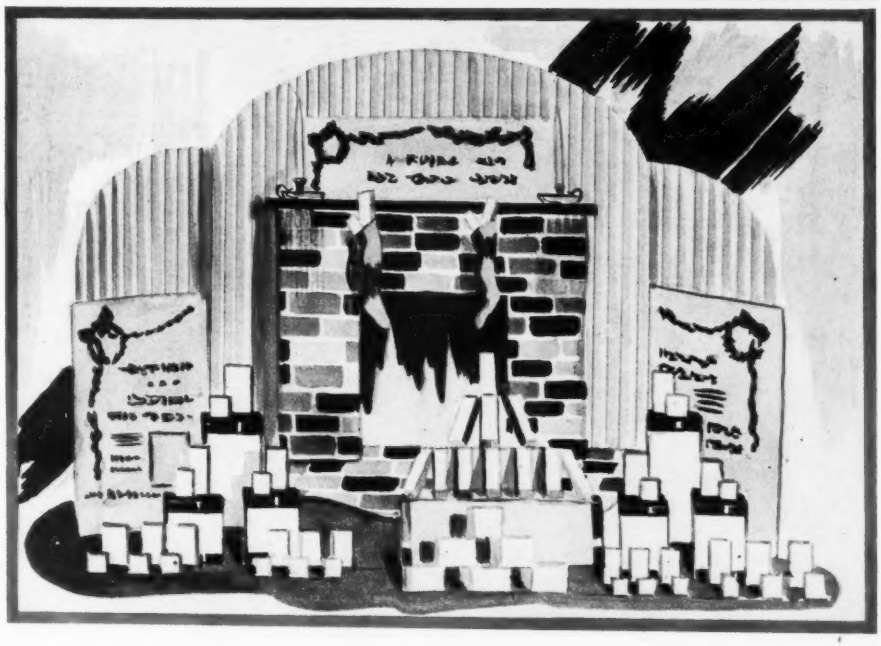
Several processes are currently in use for the production of such designs in continuous rolls and advertisers can have special designs processed quite economically for such use.

Three-dimensional advertising

Window-advertising has the unique quality of showing the third dimension as well as carrying a message. It provides the best opportunity to acquaint the prospect with the product because the products are shown in actual size, shape and full color.

As long as the people are human and still react to the same emotions, we will continue to have branded merchandise, and point-of-sale advertising will continue to provide its unique service . . . advertising that builds visual recognition while carrying its sales message to the prospect at point of sale.

A candy window that requires a minimum of merchandise and package dummies to put over its product advertisement. Depth is afforded by the background of starry sky, in cyclorama treatment, and outline of tree tops.



A Christmas Eve setting for a family group of toiletries to provide glamour for these products of everyday use. Corrugated is used for background and the whole arrangement is one of simplicity and great ease of handling.

DISPLAY GALLERY

1

1 Two years ago General Electric Co. adopted this silent salesman dispenser made of boxboard to merchandise electric bulbs. The unit has proved so successful that the company has redesigned this container as one of its standard means of selling lamps. The new dispenser (top) has been improved with high caliper boxboard which lends itself to finer printing and sturdier construction than the former. It is printed in two colors and varnished, whereas the old unit had only one color and no varnish. This varnish makes the dispenser stay cleaner and withstand more handling. Made by The Ohio Boxboard Co.

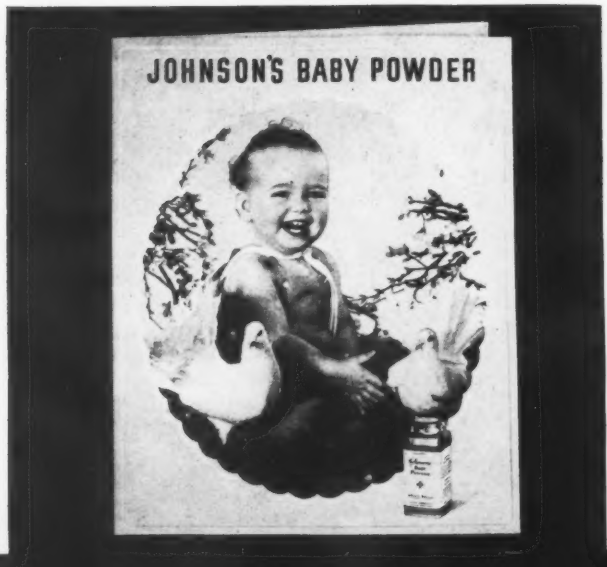
2 All the world loves a baby and a particularly lovable baby is this one posing for Johnson & Johnson baby powder. The direct color photograph is by Ruth Nichols, famous baby photographer. As a merchandising feature, full color prints of the photo were given to the first purchasers of the baby powder when the display was introduced. The display is reproduced by the split-spectrum process. Made by Einson-Freeman Co., Inc.

3 Servicing automobiles these days is about the only business left in civilian automotive industry. Therefore, this lithographed display piece for Eveready Mazda Auto lamps, introduced by National Carbon Co., Inc., made a hit with accessory dealers. The display holds an actual lamp in a special die-cut opening. It also provides a place for listing other services and products. These lists are furnished on separate die-cut strips that can be inserted in die-cut slots on the face of the display. A pocket on the back carries a supply of the strips. Made by The Forbes Lithograph Co.

4 Calvert's popular animal characters play an important role in this lithographed piece which is one of a series the company is using for promoting its whiskeys. The display lends itself well to window display and can be arranged easily by the dealer who wishes to use it as a background for a window devoted to this product. Since it has a large-size reproduction of the package, it is equally well suited for locations where it is not possible to show the bottles themselves. Made by Spurgeon Tucker.

5 Here's a whiskey bottle running! Glenmore's Colonel enters the derby on this actual bottle of Kentucky Whiskey (inserted into the display by the dealer) which forms the body of the nag used as the company's display piece timed for Kentucky Derby Day. The illustrative work is lithographed in full color on cardboard mounted to sturdy 55-point and is double faced. Colonel holds reins of red ribbon. Made by Milprint, Inc.

2



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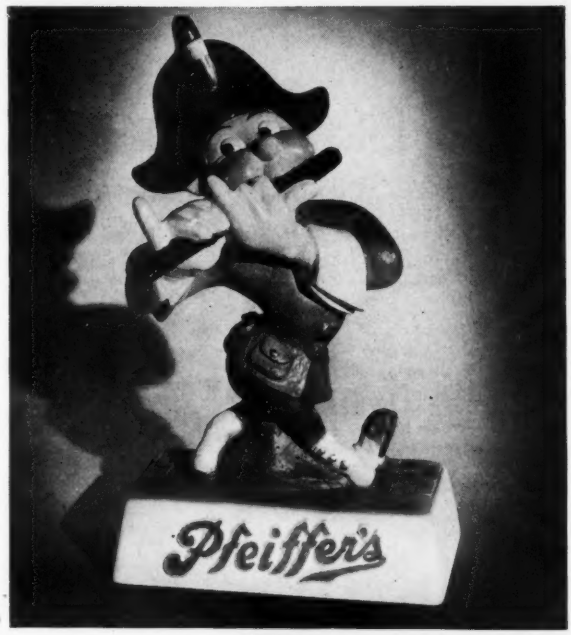
6 This is "Johnny Fifer" in statuary plaster; weight, 2¾ lbs. He is the trade character of the Pfeiffer Brewing Co. He consists of a solid casting made in a flexible "glue" mold, finished in colored lacquers. For example, hat blue with red, white and gold pompon; coat red with gold buttons; breeches brown with shoes to match. The top of the base he stands on is carved to resemble a brick pavement and is finished in brick-red. The hands holding fife, including sleeves, are cast and finished separately. They are then cemented on to the arms for shipment. This is necessary because deep undercuts do not permit casting in one piece. Made by Ad Art Statuary Co.



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7 New life-like window display for retail dealers for M. J. Merkin Paint Co. The display is silk screened in 8 vivid colors and stands over 44 in. high. A small motor affixed to the back of the display moves the painter's arm from top of can to eye level, thus attracting attention to the advertising message. Silk screen reproduction by Ad Print Promotional Service.

8 New 25-cent-size jars of Albolene cleansing cream have been introduced by McKesson and Robbins, Inc. with a colorful counter display tying up with national magazine advertising on this product. The display holds five jars of the new-size face cream and is done in a feminine pink and green color scheme. It folds up for shipping and is erected by placing the jars in position. Made by Warner Bros. Jars by Hazel-Atlas Glass Co. Labels by Herlin Press.

9 To promote hosiery made of materials other than silk, Propper McCallum Hosiery Co., Inc., adopted this transparent display in the shape of a "V" which gives visibility to show color and texture of the company's new Victory stockings. Fortunately, the display piece was designed and in stores before present restrictions on rigid plastic sheeting went into effect. Created by A. Dorfman & Co. Cellulose acetate by Monsanto Chemical Co., Plastics Division. Wooden base by Paraglass, Inc.

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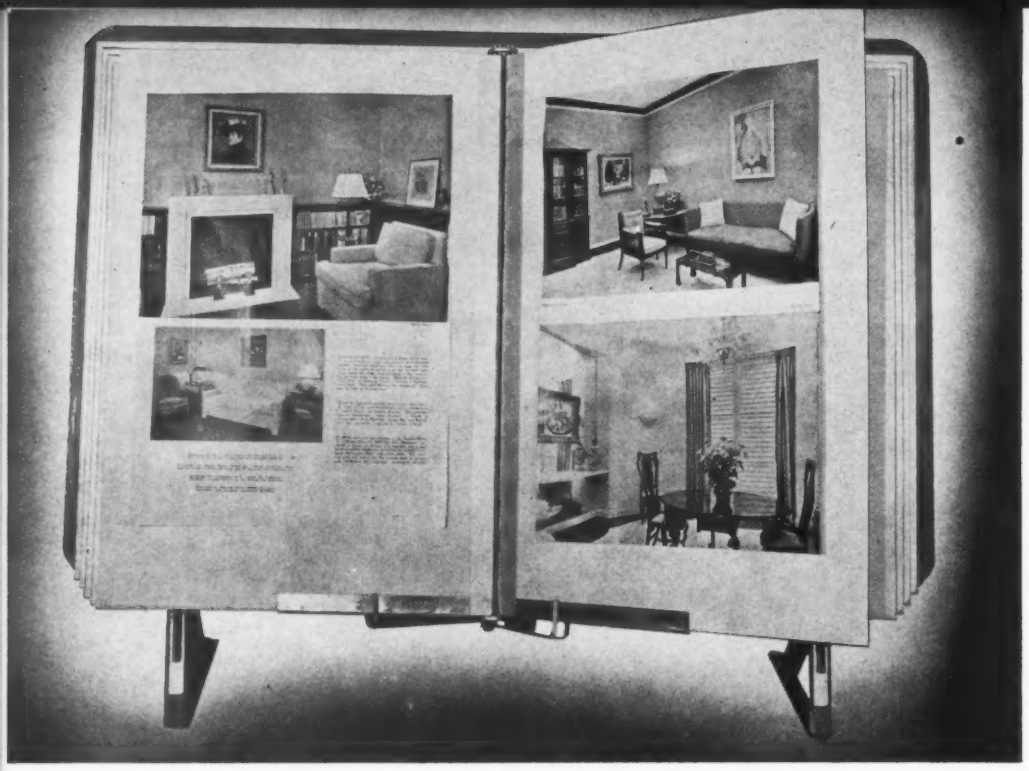
(Page 83)



1

1. Close-up of the unit with pages as used by Gimbel Bros. 2. Automatic book in Gimbel's Centennial window. 3. Use of the moving display in Eastern Airlines holiday travel window.

Mechanical book

This is a quick-moving age when people haven't much time to read. Yet, many times, particularly in these changing times, the sales message or informative data a business firm wishes to convey to the public takes many words. This may be increasingly so in regard to packaged merchandise. A number of companies and organizations have solved this problem in display with the mechanical book illustrated on these pages. In the form of an open book, this type of display turns the pages automatically. A small or large amount of copy may be included on a page as the occasion demands. In either case the moving feature of the pages piques the curiosity of the spectator and he stays to read the complete message.

This type of display has been used for windows, exhibit booths, counters and in other prominent places.

Such units are available in four sizes. In each case, the book has two stationery pages, one at the beginning and one at the end of the book. The moving pages are the ones inside the beginning and the end pages. Most users have employed this display unit with three or four moving pages. Since copy may be put on both sides of the moving pages, the totals for the complete books are thus eight and ten pages, although more pages can be added if desired. Most usable page sizes are $10^1/_2$ by 14 in., $12^1/_2$ by 18 in., 18 by 24 in. and 24 by 36 in. Many types of copy and illustrative technique are used on the pages as the illustrations indicate. In the case of an exhibit used by the New York *Times*, a more or less serious printed arrangement was employed. The Gimbel Bros. centennial pages included many photographs. The Florida fishing promotion is more like poster technique.

By use of an overhead lighting unit the display can be used for indoor or night operation. The units can be made to operate on alternating or direct current. Pages are removable and if for any reason, the user wishes more at one time than another, he may detach some of them.

Credit: Displays by Metropolitan Mechanical Display Co.

(*Page 84*)

3

2

THERE HAVE BEEN SOME CHANGES MADE...

and there'll be more... TO PAPERBOARD PRODUCTS

FOR WAR PACKAGING

MOISTURE-RESISTANT COATINGS

GREASE-RESISTANT COATINGS EASILY GLUED

WET OR DRY STRENGTH GREASE RESISTANT LAMINATIONS — PAPER TO BOARD AND PAPER TO PAPER

MOISTURE RESISTANT LAMINATIONS USING PRIORITY-FREE MATERIAL

Food products and munitions for war — and foods for civilian sales must look to paperboard in changeovers from tin, foil and bulk packing.

The Ridgelo standard of reliability is important in these developments — good workmanship — uniform quality — and sound application of ideas.

Let's have that problem!

★ Ridgelo CLAY COATED ★

BOXBOARDS • CARDBOARDS

MADE AT RIDGEFIELD, N. J., BY LOWE PAPER COMPANY

- for physical protection —
- for the finest printed results —
- for dealer display and convenience —
- for product preservation.

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit
Gordon Murphy and Norman A. Buist, Los Angeles • A. E. Kellogg, St. Louis • Philip Rudolph & Son, Inc., Philadelphia

★ Wolf Award Winner ★

Wrapped on our Model S-2 machine

In a stiff competition of over 200 entries, Swan Soap is numbered among the winners in the 1942 Packaging Awards sponsored by the American Management Association.

Our Model S-2 machines turn out these prize-winning (and *sales-winning*) packages at a speed of 200 cakes per minute. Perfect forming of the wrapper around the cake, neat, firm sealing and accurate location of the printed matter all contribute to the quality appearance of the package. A strong selling advantage at the point of sale.

Model S-2 is but one of our 70 models serving America's leading package goods manufacturers.

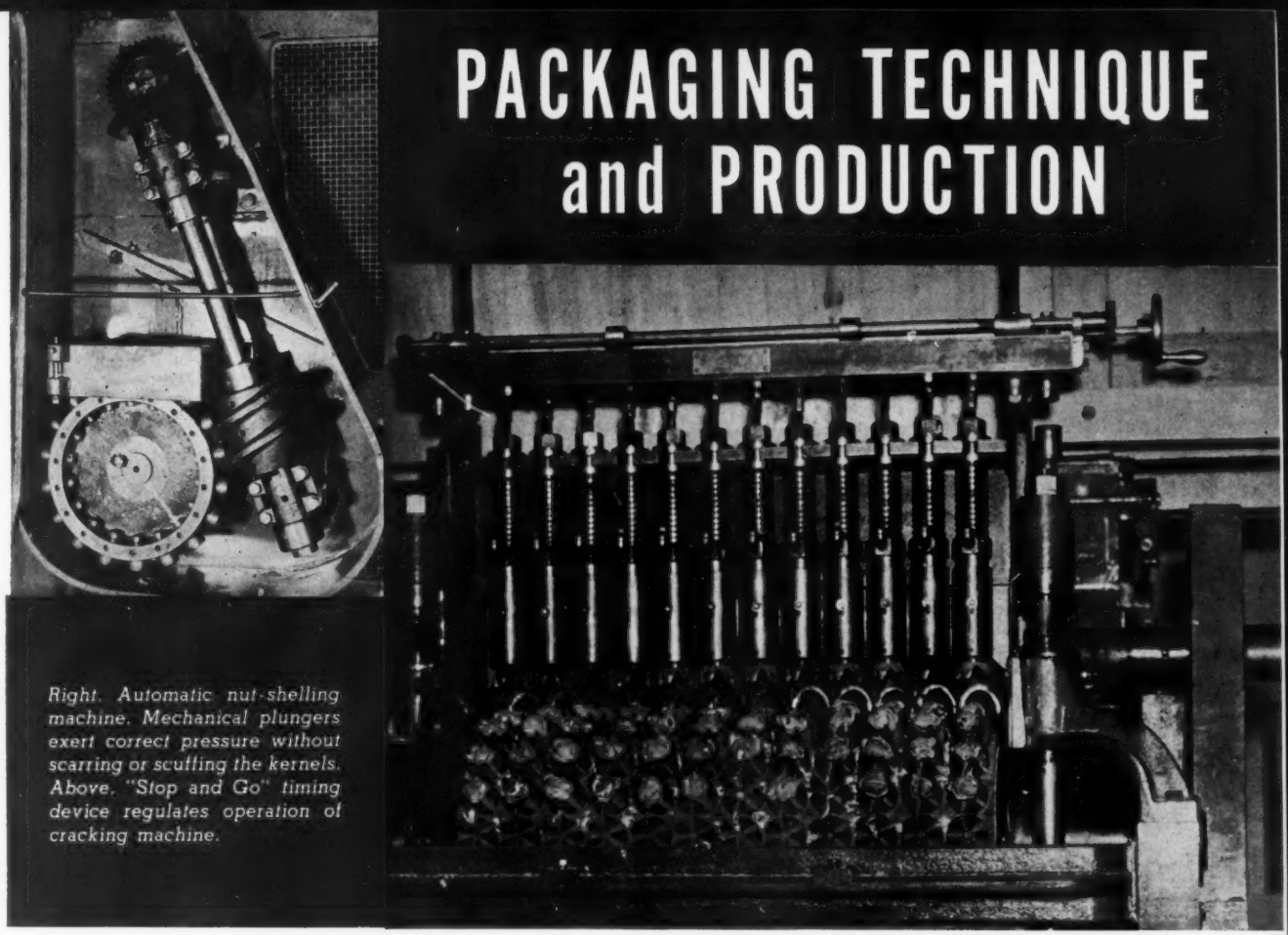
PACKAGE MACHINERY COMPANY, Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO

Mexico: Agencia Comercial Anahuac, Apartado 2303, Mexico, D. F.
Argentina: David H. Orton, Maipu 231, Buenos Aires
England: Baker Perkins, Ltd., Peterborough Australia: Baker Perkins, Pty., Ltd., Melbourne

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines



Right. Automatic nut-shelling machine. Mechanical plungers exert correct pressure without scarring or scuffing the kernels. Above. "Stop and Go" timing device regulates operation of cracking machine.

Nutcracker suite

Many residing in the verdant valley regions of Washington and Oregon remember when hazelnuts grew wild for the picking. Little did they then fancy that some day, as the result of scientific culture and packaging art, these would be transformed into much-sought-after table delicacies with a distinctive appeal to American consumers.

Ambernuts, now processed, packed and marketed by the North Pacific Nut Growers Cooperative, are the glamourized descendants of this wild variety of hazelnuts. They are increasing in favor with the American housewife as a party nut, bridge-table tid-bit, hors d'oeuvre and a national market is rapidly growing for the packaged product.

The cooperative represents some 1,800 nut growers in the Pacific Northwest, the only district in America where hazelnuts, known in the trade as filberts, are raised in commercial quantities. This organization has to its credit a packaging achievement of no small account. Its marketing program in establishing consumer demand for packaged filberts, as companion items to packaged walnuts, intends to accomplish the more far-reaching purpose of stabilizing the industry and benefiting commercial growers in Washington and Oregon.

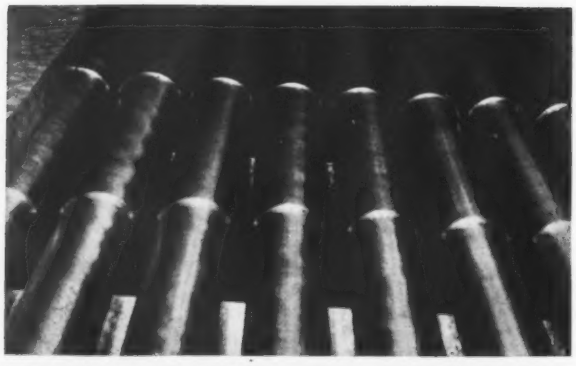
By processing and preserving in cans the crispy flavor of the nuts for year-round consumption, the Northwest growers not only developed a product superior to the imported variety, but also have converted an ever-increasing share of the crop to be sold in popular size consumer packages and thereby founded what may develop into a twelve-months-a-year business, no longer dependent on the vagaries of seasonal supply and demand.

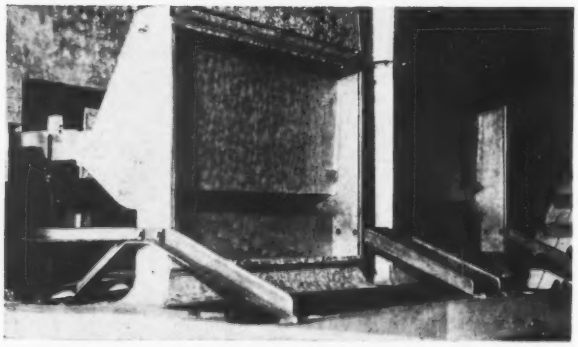
Ambernut filberts grown in Washington and Oregon orchards are said to be not only bigger than the European variety, but also because of special processing employed in packaging, are greatly improved in flavor and keeping quality. Growers discovered the many uses which could be developed for Ambernuts. By making them a companion item to already packaged walnuts, they developed special methods of processing and packaging, greatly improving on those used for the Mediterranean brothers of the hazelnut family.

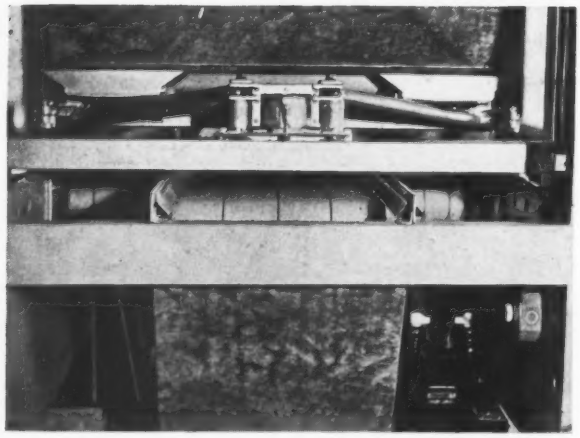
The vacuum packing process employed in the plant is based on the nitrogen gas pack principle which has been found practical to preserve the product's keeping qualities.

Mechanical shelling, first step in the processing and packing line, is based on a method which the cooperative has developed in its new walnut shelling plant in Dundee, Ore. As the basic principle has been adapted to the shelling of filberts, a brief description of this method as applied to walnuts is presented here.

Walnuts brought in from the orchards during harvest







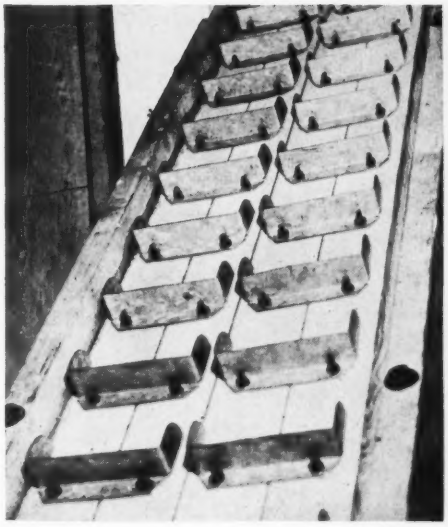
time in September and thereafter are first put through a rotating, cylinder-type grader with varying size holes in order to sort out the peewee size nuts and splits before these reach the mechanical cracker. There, the nuts are automatically racked into rows so that the cracking pressure will be exerted evenly on each side of the nut. Just the correct degree of cracking pressure, according to the size of the nut, is regulated by a combined cam and double-sleeve valve which operates the row of concave, finger-like plungers. The pressure is delicately balanced to avoid scarring or scuffing of the kernels.

Separating shells from meat and grading the latter according to sizes are also accomplished mechanically without a break in the production line. In the case of walnuts, it is necessary to grade the meats in four sizes. This is accomplished by directing the mass through a series of rolls. The various sizes drop between the rolls as this mass proceeds down the incline. Each size is then conveyed into one of a series of glass-fronted vacuum chambers, where air blasts of proper intensity, carefully adjusted for each size, lift the shattered shells from the heavier nut meats for final removal through a cyclone to an outside incinerator. The remaining shells are removed subsequently in the process of inspection and classification of meats in the continuous line.

In this process the meats and small percentage of remaining shells are elevated into the grading department, there automatically fed by conveyors to four work tables, where sorters, in addition to culling out remaining shells, segregate meats according to their proper color classification—extra light, light, light amber and dark amber grades. Dividers or sorting partitions on the final grading belt are arranged along the sorting table so that the grading can be done with a minimum of handling. Finally, an endless belt picks up the production of all four tables and carries automatically the finally sorted meats to their respective containers, in which the meats are stored prior to packaging.

Several features connected with the inspection, grading and other operations following the shelling process represent definite contributions to packaging practice. For example, to regulate the flow of walnut meats on the sorting table, use is made of a vibrating mechanism actuated by vacuum tubes with a rheostatic control. The rate of vibration can be increased when necessary to speed up the flow or, when required, to retard the flow. The use of overhead fluorescent tube lights permits blue-smocked sorting girls to work under the most ideal conditions with maximum efficiency, both in culling out remaining shells and grading the meats by colors. The layout has been commented upon because of the economical use of working space, extensive use of automatic conveyors and because of the highly sanitary conditions. Operatives wear gloves; tables and other equipment are made of sheet metal with rubber belting for conveyors. Because of the new automatic equipment and the efficient physical arrange-

1. *Cracked mass of nut meats, after emerging from mechanical cracker, passes through these diverging rolls, where it is automatically graded in four sizes.* 2. *After nuts have been mechanically shelled, the meats go through a primary picking and manual separation to eliminate culls and broken pieces.* 3. *Air separator for automatically separating shells from meats in cracked nuts. This consists of a series of glass front vacuum chambers where blasts of air lift shattered shells and convey them to the furnace.* 4. *Vibrating mechanism regulates flow of nut meats on sorting tables. Vibration can be increased or decreased by rheostatic control, thus speeding up or retarding flow.*



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5. Elevated belt conveys nut meats to separation tables where meats are graded before packing. 6. Final sorting of walnut meats by color selection. Moving belt for this purpose is equipped with dividers or sorting partitions. 7. Complete packaged line of North Pacific Nut Growers Cooperative—6 oz. tin of walnut kernels, 2½ lb. carton of walnuts in shell, 1½ lb. Ambernuts in shell, 8 oz. tin of toasted and salted Ambernut kernels, popular party item.

ment for straight-line production, a crew of 65 women operatives now produce more nut meats in an eight-hour day than 225 were able to produce previously with the additional advantage of a more uniform pack.

Adaptation of this straight-line production to the shelling of filberts has produced a similar result, particularly in the matter of grading, since this product is marketed in seven different sizes with a high standard of firmness and fullness in the kernel.

Shelled Ambernut kernels, after grading, are oven roasted for several hours. The slow process is intended to bring out a flavor not ordinarily brought out by speedy roasting. It brings down moisture content from 14 to less than 2 per cent, a factor that makes the kernel fresh-crisp for packing.

Another feature of the filbert kernel processing is the double sealing to preserve crispness and flavor in the final packaging operation. First, the kernels are dipped in a bath of coconut oil, allowing just a thin film to cover the surface. This moisture sealing process, perfected in the cooperative's packing plant in Lebanon, has been found far superior to the French fry long used by European processors. It has been found that when the can is opened to remove some of the nuts, the remaining kernels will stay fresh for several weeks, while those exposed to air lose crispness.

Secondly, the container is rendered airtight by momentarily exposing contents to nitrogen gas before sealing. Tests conducted by the organization have shown that filbert kernels thus packed are preserved for a long period, with the assurance that contents will remain fresh in the sealed can and for several weeks after this seal has been broken by the user. Before sealing, the filbert kernels are salted to make them more tasty. This air-tight packing process is also employed for the Tendermeat walnut kernels packed in 6-oz. cans as a companion package to the Ambernut.

Both the filbert and the walnut packages are glamourized by the use of distinctive labels. The ready-to-serve Ambernut popular 6-oz. size vacuum tin is adorned with a four-color process label—red, yellow and two shades of blue—with the brown nuts reproduced on a center front panel just as they look inside. The same type of front panel is employed in the 2½-lb. carton for Ambernut shells. This carton is lithographed in two colors and designed to bear a strong family resemblance to the smaller tin container.

7

A rustic, handicraft appearance characterizes the 2½-lb. walnut carton printed in two colors—red and blue—with hand-cut lettering. Walnut halves packed in a 6-oz. tin are appropriately glorified by a lithographed label designed to produce a grain effect. Pictured against this rustic background is a knothole in which can be seen walnut halves.

The package line has more recently been expanded to include a 3½-oz. jar of salted hors d'oeuvre filberts for sale at cigar stands and bars for cocktail use. A companion package of similar size contains chopped toasted filberts for cooking and it is equipped with an easy-to-remove screw top.

Credit: Processing layout created by company's own men. Rubber belt conveyor material by the Goodyear Tire and Rubber Co., Inc. Cans and accessory equipment by Continental Can Co. Lithography by Schmidt Lithograph Co.

Tray type unit for Wrigley's gum

The Wm. Wrigley Jr. Company has further contributed to our national war effort by adoption of a tray type gum package of advanced design, having triple turned-over ends and sidewalls. The saving effected in weight of materials is approximately 57 per cent as compared with a former box used for packing individual packages of gum. Such a saving is important at any time, but it is doubly important in times like these when there may be a shortage of paper and paper box board.

The machine which makes the Wrigley gum tray is not a completely new type machine. It is a machine, made by a well-known manufacturer, that has been on the market for a number of years. The standard machine forms single or turned-over end boxes from blanks with or without double sidewalls, either creased or scored. Only minor changes were necessary for producing the new gum tray.

Although the new Wrigley gum tray is of the set-up style, it is made from a previously prepared blank made from folding box board. Therefore, this new package is properly defined as a set-up folding tray. Because the blanks are cut, creased and printed from flat sheets of box board, it eliminates the necessity of gluing printed wrappers to the setup tray as in the case of the ordinary set-up box, thereby effecting a substantial further saving.

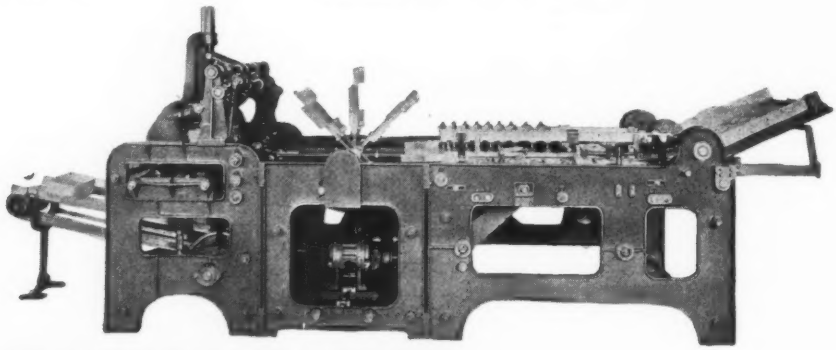
The new Wrigley gum tray is unique in design for two reasons: First, it has triple turned-over ends and sides; second, both the ends and sides are reduced in depth except at the corners. The first feature adds strength to the tray, thereby offering better protection for the product. The second feature not only adds to the appearance of the attractive tray but it is also increases sales appeal by nicely displaying more of the trim packages of gum.

The blanks for the new tray are delivered flat by the blank maker with the sidewalls glued. These blanks are stacked in the feeding magazine of the box machine from where they are fed one at a time into a belt conveyor. The glue flap creases are pre-broken and glue is accurately applied by rotary glue pots to both ends of the blank simultaneously. These glue pots can be adjusted for either full or spot gluing. From this operation of gluing, the blanks are conveyed into a spider transfer where the glue is tempered before the blanks enter the plunger or forming section of the machine. Here they are folded and formed under 5,000 lbs. pressure. The trays are then ready for immediate use after being discharged onto the outgoing conveyor. Although the new tray has triple turned-over ends and sides, it requires no more operations to form than the one operation needed to form single- or double-wall work. The machine is driven by a 3 hp. motor, installed beneath the center section, and is equipped with a magnetic brake and variable speed control.

The Wrigley company started with just a few of the machines, but they proved to be so satisfactory that the installation of a large battery of the tray forming machines has been arranged for to take care of the company's production requirements for this packaging.

Twenty packages of Juicy Fruit, Spearmint or Doublemint fit into the tray type carton. The whole unit is enclosed in a transparent wrap with a colored strip which, when pulled, opens the package easily. Full visibility is given the gum at all times. When the wrap is removed by the dealer, the carton protects the individual packages and serves also as an attractive display dispenser.

Credit: Tray forming machine by United States Automatic Box Machinery Co., Inc.



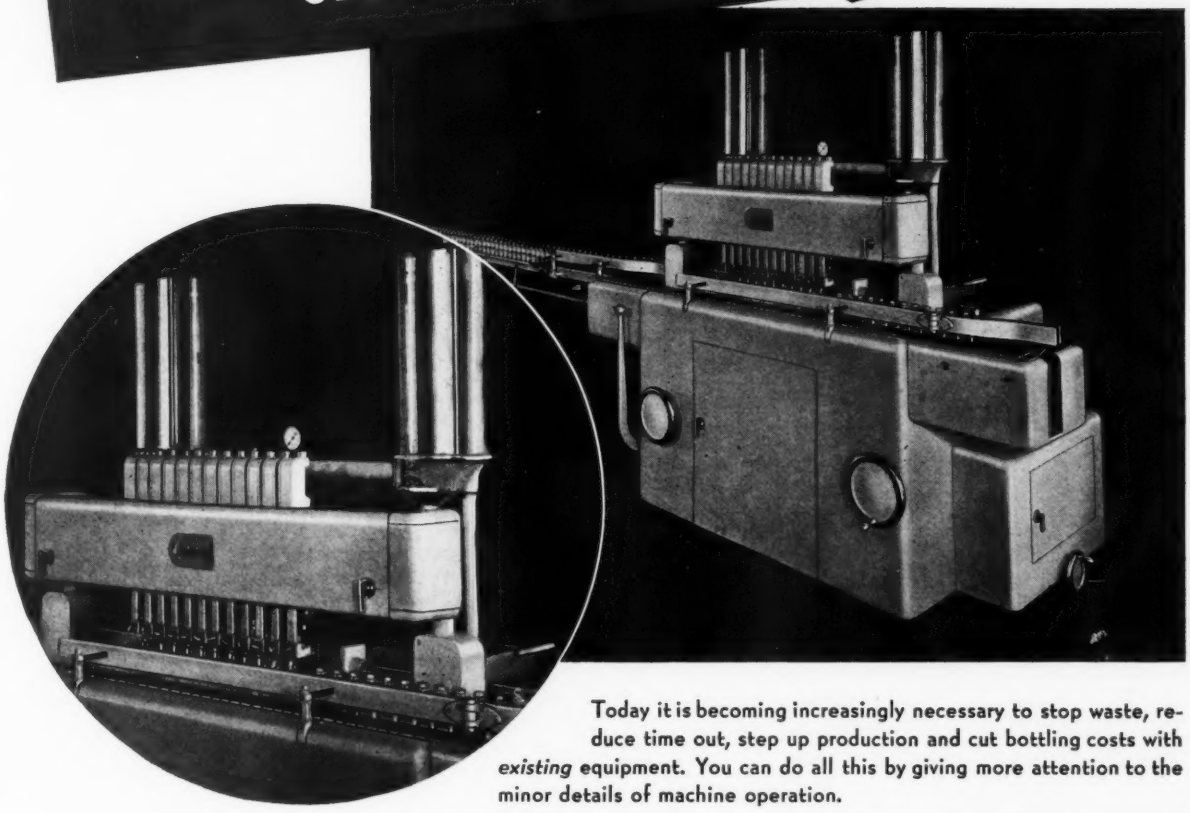
(*Page 90*)

Above. Standard machine which, equipped with a special mechanism, forms the triple-walled Wrigley gum tray. No printed wrapper is required because trays are made from printed, flat sheets of boxboard, thus effecting a substantial savings. Left. Trays have replicas of the design on the wraps for the gum, thus affording brand and product identification at all times. After the tray is empty, the dealer is reminded to replace it with a carton of the same flavor in his stock.

"SPEED" PRODUCTION says:

KEEP AIR and LIQUID LINES TIGHT

FOR BETTER FILLING MACHINE OPERATION



Today it is becoming increasingly necessary to stop waste, reduce time out, step up production and cut bottling costs with *existing* equipment. You can do all this by giving more attention to the minor details of machine operation.

Take vacuum fillers, for example. You may be operating Pneumatics or some other make, but in any case you can boost your production by being certain that all air and liquid lines are tight. This will prevent loss of vacuum which could slow up filling and cause wasteful drip.

Keep the oil in the vacuum pump up to the right level and don't overload the pump by running at a higher vacuum than is needed. Change the water in the separator tank or fume trap at least twice a week. Watching these details carefully *will* increase your operating efficiency.

Pneumatic's RIGID FILLING HEADS are easy to keep tight. There are no moving parts, in contact with liquid, to wear and cause leaks. The twin overflow bowls and patented filling nozzles assure fastest possible filling and freedom from drip.

PNEUMATIC SCALE CORPORATION, LTD.
71 Newport Avenue, North Quincy, Mass.

Branch Offices:
New York • Chicago • San Francisco • Los Angeles

★ PNEUMATIC
SCALE CORPORATION, LTD.
PACKAGING & BOTTLING EQUIPMENT

Through the field glasses

Some recent field notes made after visits with package users and makers of packaging materials in various parts of the country

An editor's chair, these days, must be a sort of carpet of Bagdad. News presentation today is a synthetic process. Articles on packaging, to be of any value, must be pieced together from every corner of the field. The best way to get a proper perspective is for the editor to leave his office. A by-product of this procedure is the accumulation of a lot of impressions. Here are some recent field notes resulting from visits with package users and makers of packaging material.

General attitude of those folks caught short by restrictive orders is, "Of course it bothers us; but if it'll help win the war we'll go without anything they want!" Examples:

Tobacco Manufacturer—Deprived of tin, but determined to find something that will do for the duration.

Candy Manufacturer—Facing no particular packaging problems, but feeling the sugar pinch keenly, says, "What's the difference if we have to suspend? The country has got to win this war."

Soup Canner—Caught off base by the tin order, courageously facing problem of finding substitute packaging.

Instances could be multiplied indefinitely. But these, to our minds at least, give heartening testimony to remarkable unity and determination to carry on.

☆ ☆ ☆

The corridors of Washington are as crowded and confused as ever. Enlisted in government service today is the pick of American industry. In their own companies, these men face and lick terrifically involved problems. Where in Washington is the leadership to mobilize this brain power for maximum efficiency? Meetings galore, conferences by the carload, streams of speeches—cases where newly acquired authority has rushed to the head—but, in spite of it all, eventually we'll muddle through. We always have.

☆ ☆ ☆

One of our readers cancelled his subscription the other day and was helpful enough to tell us why: "Too much emphasis on technology—not enough 'pretty designs' and keying to popular tempo of the times. It's too much like an engineer's trade paper of late." To which we answered that it seems to us that the proper emphasis now should be on the utilitarian aspects of packaging such as protection, convenience and economy. Actually, not many "pretty designs" are being launched because, as never before, packaging is being called on to do a severely stern and practical job. People in the packaging field today need information and guidance on the practical side. To the best of our ability, we're going to continue to give it to them. We, too, love the beautiful. It hurts us to realize that world turmoil is now pushing beauty to one side. But—never doubt it!—beauty will come back. And when that time comes Modern Packaging will be mighty happy to restore its own emphasis on beautiful things.

☆ ☆ ☆

Hats off to the Container Corp. of America! They have sponsored a project which has long been crying out to be done. At their request, the Wharton School of Finance and Commerce (University of Pennsylvania) is digging into the entire subject of the economics of packaging. Look for a contribution from this source which will be of great value to this field.

☆ ☆ ☆

Solution for the collapsible tube problem seems to be slow in putting in its appearance. Patents by the score are being dragged out and tested, so far without satisfactory results. Several of the big toothpaste and shaving cream companies are conducting stringent tests on some of the most promising possibilities. They all show a disposition to share their good luck—when and if it occurs—by franchising production privileges for the benefit of their competitors while the present emergency lasts.

Research and experiment, stimulated by shortages, are playing a tremendous part in the development of new materials. Complete stories will appear in Modern Packaging when their practical availability is established beyond a doubt. Examples:

Laminated flexible material, fabricated by a metal producer, is shortly to be expected, to follow one type which is already on the market (see Modern Packaging for May, page 52).

Protective coating substance, substitute for tin coating on cans, is being developed by a producer of rust-proofing material. Pilot plant now in operation is perfecting the method of application. Processing tests, being conducted by some can companies, are expected to be completed shortly.

Another protective coating material which, it is predicted, will save a considerable quantity of tin is being developed by one of the chemical companies. This is an organic chemical which, applied to the interior of steel drums, prevents corrosion. It is claimed that this new material, is more economical than tin—even if tin could be obtained.

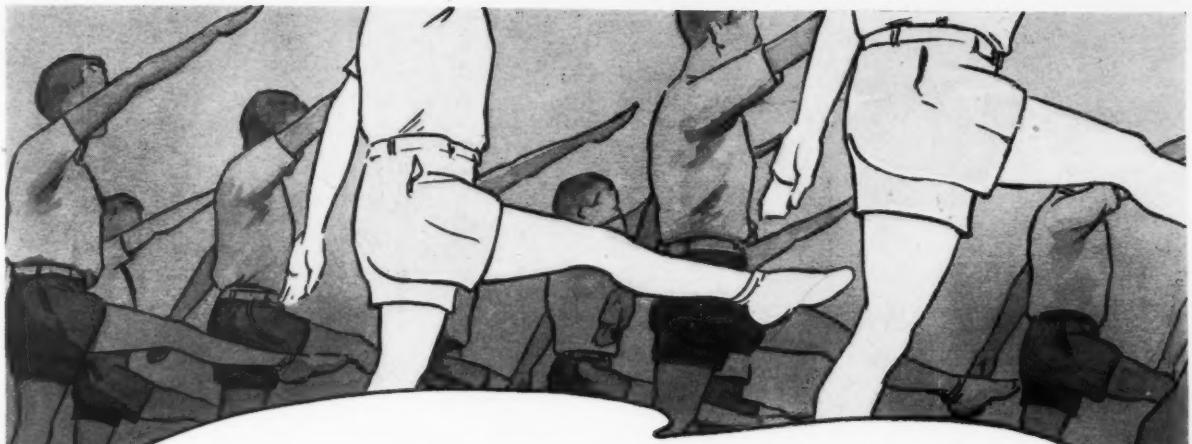
A laminated sheet made from available materials is being developed by a fabricator of cellophane; expected to be particularly useful in packaging of dehydrated foods, though as yet no actual commercial applications have been made.

A second alternate film from available materials is under way, to do civilian duty in place of the first alternate film intended to take the place of rubber hydrochloride sheeting. (Do you follow that?) What we mean is that a substitute for the substitute is on the way, and the maker says, "Thumbs up! We'll get it yet."

☆ ☆ ☆

New packages, which are appearing despite discouragements, bear evidence of the troubled times, but flaunt color and design courageously. Excellent instances are shown in the dog food field (pictured elsewhere in this issue) where vitality and adaptability responded to the challenge.

If it were not for the delays and shortages caused by the war, dehydrated foods could be taking very rapid forward strides both in process and packaging, but, on the other hand, if it weren't for the war there wouldn't be such a crying need for dehydrated foods. Two distinct production processes are being speeded up. Packaging engineers are burning the midnight oil, determined to lick the problem of proper packaging. Some important stories ought to break soon on these developments in dehydrated foods. (*Continued on page 102*)



TO KEEP OUR CHILDREN OUT OF THIS PICTURE!

MACHINES ORIGINATED BY WRIGHT ENGINEERS

Automatic Strip Stamping Machines for the uniform placement of revenue stamps on whiskey bottles at a speed of 40 to 120 per minute.

Machines for packing smoking tobacco in pouch packets, using either wax paper or mounted foil.

Tobacco Stamping Machines.

Combination Pouch Labeling and Stamping Machine for smoking tobacco.

Weighing devices for tobacco and free flowing articles.

Envelope Filling and Sealing Machines, and other machinery for the tobacco and food industries.

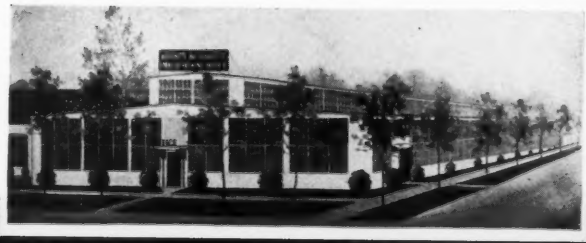
Machines for automatically feeding individual sheets of paper or mounted foil.

Cigarette Packing Machine that counts and wraps in foil or printed labels, 5, 10 or 20 cigarettes.

Americans will never allow their boys to goose-step to the whims of Austrian house painters. Freedom—150 years of it—is too deeply ingrained in our hearts.

We at Wrights are mad—and we are saying it with action that promises disaster to the evil trio and their stooges. Action here takes the form of production—every minute of every day, and we are sorry that there are only 1,440 each week to devote to our God-given task.

ESTABLISHED • 1893 •

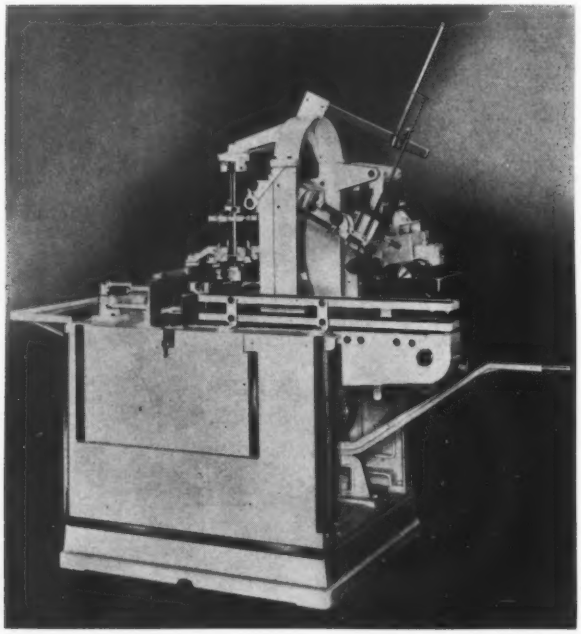


PACKAGING ENGINEERS

WRIGHT'S AUTOMATIC TOBACCO PACKING MACHINE CO.

DURHAM CABLE ADDRESS YONWRIGHT NORTH CAROLINA, U. S. A.

Equipment and Materials



AUTOMATIC LABELER

An automatic labeler developed by Economic Machinery Co. possesses entirely new design features which make for unusual compactness and simplicity of construction while at the same time providing the full automatic, continuous operation required for quantity production, the manufacturer states. The novel but completely practical turret construction assures precise, positive control of the container throughout the complete operation and results in clean, smooth, firm and accurate labeling. The labeler applies single body labels and also neck labels and foil, if desired, to all shapes and sizes of glass containers from 6-oz. to quarts. Another feature of the construction, the manufacturer points out, is the patent sliding picker arrangement that gums the entire label surface or any portion of it that is desired. This assures correct application on all types of bottles, smooth, fluted or fancy. The labeler is powered by a 1 h.p. splashproof motor and equipped with a Reeves variable speed drive. The chain conveyors are built into the labeler frame so that the bottles are transported on a good, solid foundation.

AVAILABILITY OF PLASTICS

Incomplete investigation has given rise to statements circulated both by word of mouth and in printed form, which are at variance with the facts as to the availability of certain plastics. The acute situation as to closure materials of all kinds appears to be responsible for some of these errors, one of which—later corrected—appeared in the government order issued April 17 on the relative scarcity of certain plastics materials.

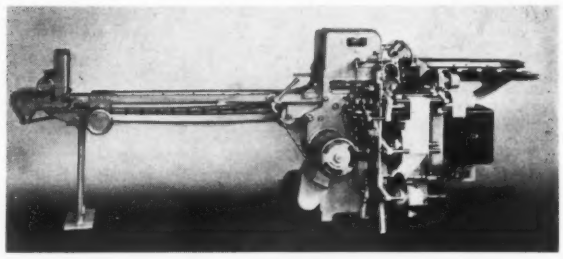
The facts are, according to assurances received from the source manufacturers of raw materials, that phenolics are unavailable for packaging; all of the phenolic materials are being requisitioned for the war program. New facilities for the production of phenol are under way; part of these may be completed during 1942, but war demands will absorb this additional output immediately. Manufacturers declare that as long as closures bear a rating of B-4, no material of phenolic type will be delivered for the production of closures.

On the other hand, according to the manufacturers, urea formaldehyde molding materials are plentiful. Production facilities are not operating at capacity, and the manufacturers are actually looking for orders for urea materials. Unless unforeseen restrictions are imposed, the supply of urea materials available for closure manufacture should be plentiful for the next two months or perhaps 90 days and may be secured under a B-4 rating

Naturally, the availability of this material will be seriously affected by the tremendously increased demands for closures which have grown out of the limitations placed on the use of other materials, notably the metals.

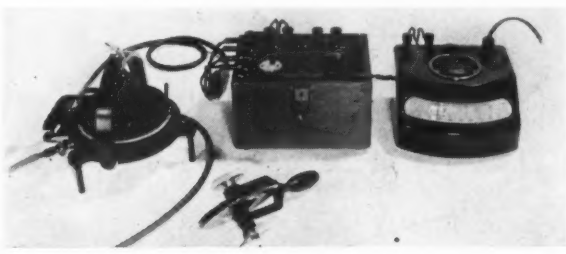
BAR WRAPPING MACHINE

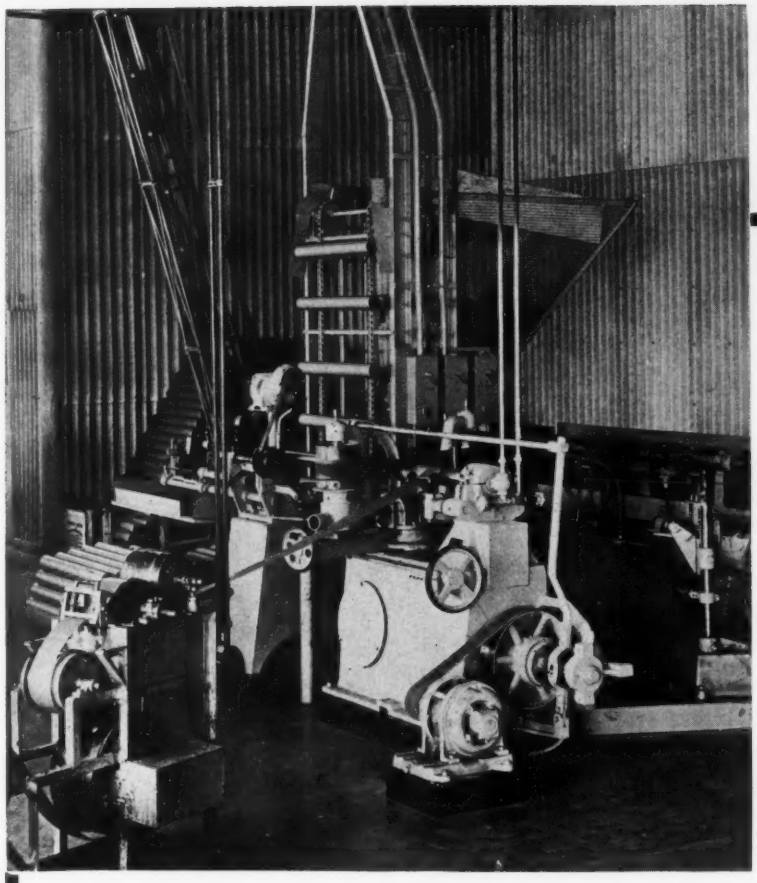
One of the latest models in the Package Machinery Co.'s line is a DF bar wrapping machine which will wrap irregular candy bars on a card with or without an inner waxed paper wrapper and an outer printed glassine wrapper, registered by means of an electric eye. According to the company, the machine will turn out 100 wrapped bars per minute. The machine is quickly adjustable for a wide range of sizes and its narrow width permits placing the machine close to and parallel with an enrober belt, enabling the operator to feed with a minimum of effort. The new machine will be demonstrated by the manufacturer at the Confectionery Industries' Exposition, Waldorf-Astoria Hotel, New York City, June 8 to 11.



GAS TEST METER

Fabric Permeameter is an instrument developed by Cambridge Instrument Co., Inc., to provide a means whereby proofed fabrics or sheet materials may be rapidly and accurately tested for their ability to retain or to exclude gases. Wartime conditions have created a need for such an instrument in connection with the manufacture of balloon and gas mask fabrics as well as with the production of new materials for packaging tobacco products, foods, and other products which must be protected against gas. Photograph shows complete testing apparatus—meter, waxing plates, used to prepare the edge of the circular sample with a mixture of vaseline and beeswax, to secure a gas-tight seal when the sample is clamped in the test cell; the test cell; control box; and the galvanometer with self-contained lamp and scale.





ROUND PAPER CAN MAKING SETUP BY PACKOMATIC

Composed of, Spiral Tube Winder—Cut-Off Saw—Elevator and Storage—Automatic Tube Cutter — Upender, Connecting Conveyors, etc. This equipment forms spiral wound tubes from chipboard in the roll, cuts off the tube in 40″ lengths, then cuts tube to individual can body size. We also manufacture Automatic Cappers, Cap Presses, Cap Gluers, Shrinkers, Labelers, Fillers and Accumulating Tables.

WE'VE GOT OUR SLEEVES ROLLED UP

Ultimately American production methods will be the deciding factor in winning the war, and in winning the peace. We are producing Packaging machinery and equipment on a night and day schedule. Making machines which will help win the war.

If you are producing necessary foods, or direct war commodities, our vast experience in production and packaging problems will help you speed up your methods. We have served hundreds of manufacturers and packers, and will gladly confer with you on your particular problems. All negotiations are strictly confidential.

Up until December 7, 1942, we filled non-defense orders without question; this is no longer possible. We must comply with government regulations, and all equipment produced must be for essential, or direct war production, and must be covered with acceptable priority rating.

OTHER PACKOMATIC FOUR STAR MACHINES

Shipping Case Sealers
Numbering Devices
Carton Sealing Machines
Net Weight Scales
Volumetric Fillers
Boxing Machines
Auger Packers & Fillers
And Special Packaging Machinery, Etc

PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

REPRESENTED IN ALL PRINCIPAL CITIES

Plants and People

W. J. Wardell

T. N. Anderson

The American Can Co., announces the promotion of H. M. McCormack, formerly sales division manager, Atlantic Division, to the General Sales Department. Mr. McCormack in his previous position was in charge of the paper milk container sales, Atlantic Division. In his new assignment he will have supervision for the whole country over the paper milk container and the transition from metal containers to fibre containers for all General Line products. F. E. Uihlein succeeds Mr. McCormack as sales division manager of the Atlantic Division. The company also announces the resignation of T. N. Anderson as comptroller and the appointment of W. J. Wardell to succeed Mr. Anderson.

W. H. Milton, Jr., manager of the plastics division of General Electric Co., announces the appointment of Paul Wassmansdorf as advertising manager of the company's appliance and merchandise department's plastics division at Pittsfield, Mass. W. D. Haylon, who until recently was manager of plastics division advertising, is now with the U. S. armed forces.

H. H. Leonard

Errors seem to have the power of perpetuating themselves. When Herb Leonard was billed incorrectly in the American Management Assn. program, he took it good humoredly, like the good scout he is. But Modern Packaging (who should have known better) repeated the error in the May issue. With sincere apologies we gladly make room for the statement that he is President of the Consolidated Packaging Machinery Corp.

The Cambridge office of International Printing Ink has donated the use of its Color Room to the State of Massachusetts each Monday night to provide a classroom for some fifteen students. Full facilities and all materials needed, such as color charts, inks, proof paper and the like, are provided for the class by the ink company.

Sherman Paper Products has appointed Edgar W. Pitt, former director of sales of the company's display division, as director of sales of the Corroflex Division. Harold C. Wane will succeed Mr. Pitt as director of sales.

Package Machinery Co., although engaged almost 100 per cent on defense work, has recently initiated a national schedule of paid advertisements to tell manufacturers they will gladly aid them in locating wrapping machines in the shortage caused by the recent WPB freezing order. In an announcement, officials of the company stated, "We will not buy or sell any of these machines. Our aim is merely to be of assistance to package goods manufacturers for whom we cannot build new machines at the present time."

Richard P. Swartz was elected president of the Crown Can Co. at the recent annual meeting. Mr. Swartz has achieved conspicuous success in standardizing and in improving production methods for the can company, according to Charles E. McManus, chairman of the Board of Directors and president of The Crown Cork & Seal Co., Inc., the parent organization. Before his association with the Crown Can Co., Mr. Swartz was plant manager of the parent company's extensive bottling machinery division in Baltimore. Charles E. McManus, Jr., who, until the outbreak of the war, was in London as acting plant manager for Crown Cork Co., Ltd., was elected a vice-president of The Crown Cork & Seal Co., Inc.

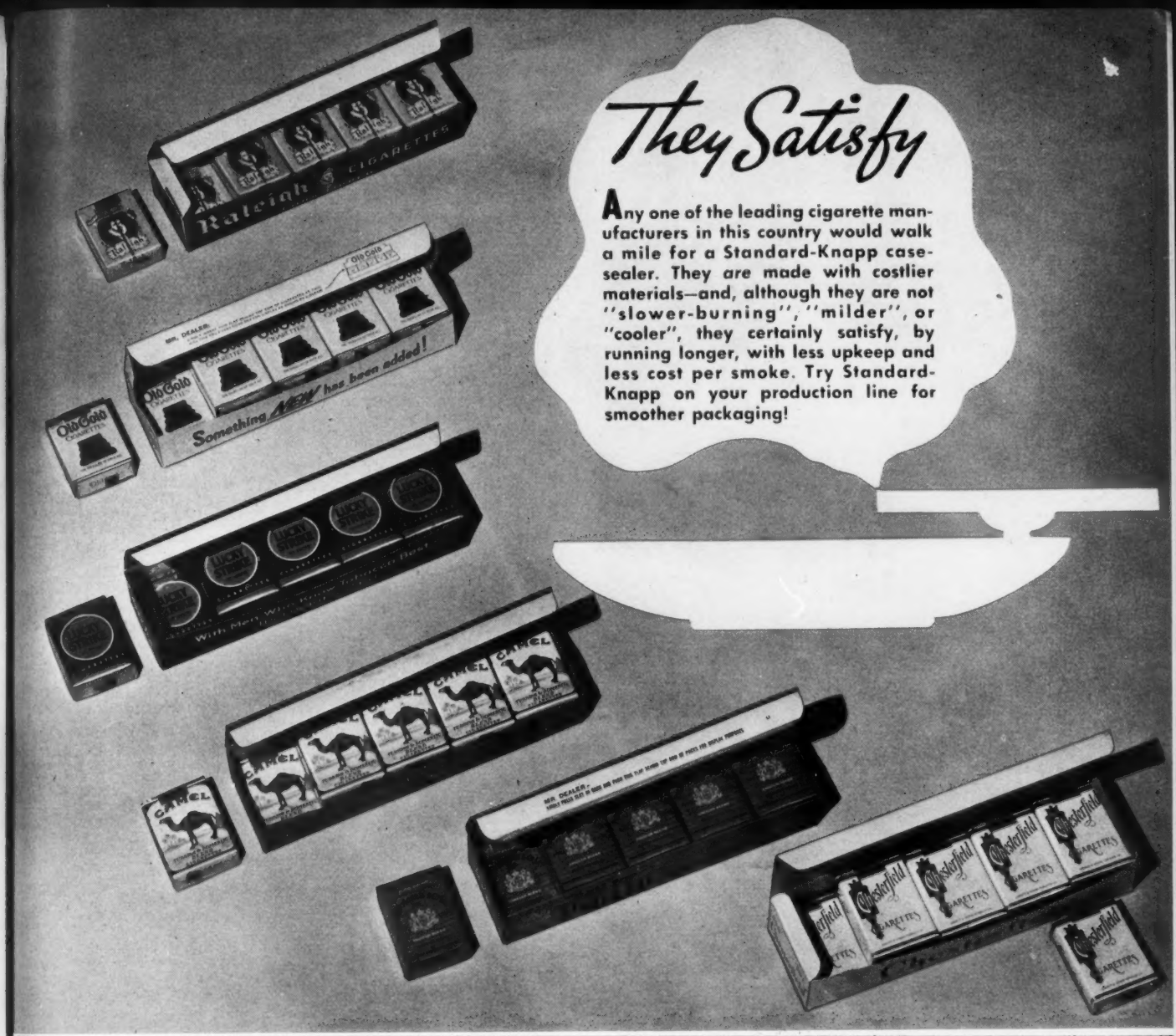
Charles E. McManus, Jr.

Richard P. Swartz

The new Minnesota plant of the Continental Can Co. at Mankato was formally opened by officials on May 20 and has already begun production. It is the forty-ninth plant to be operated by the company. The new plant is of modern construction and the equipment is of the very latest design. The plant covers over 165,000 sq. ft. of manufacturing space and warehousing facilities, plus 53,500 sq. ft. of space devoted to shipping facilities. It will have complete productive capacity to take care of the present demand for packers' cans and has ample room for expansion.

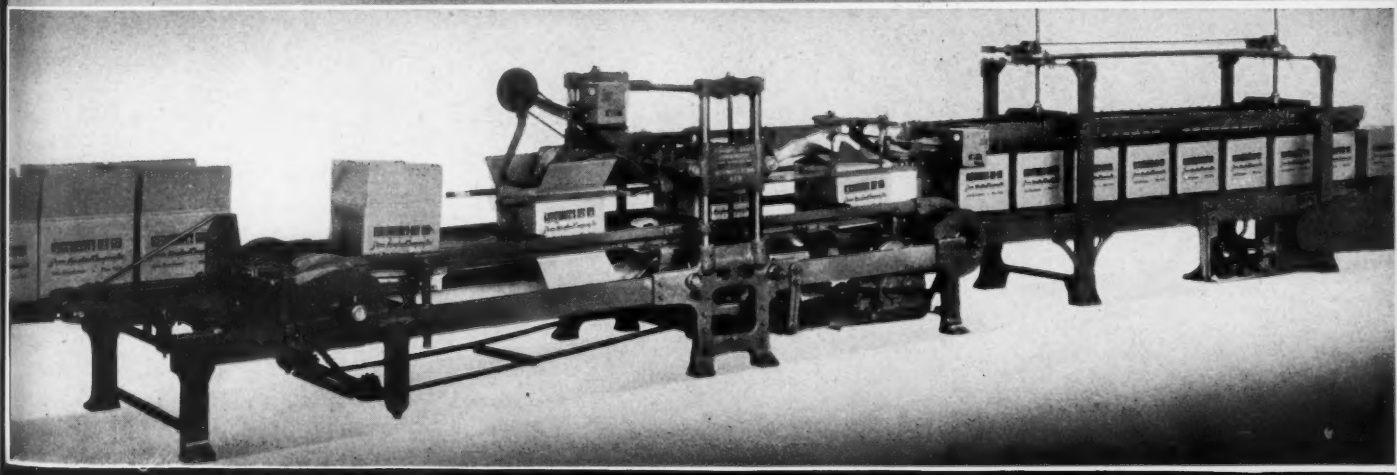
Donald R. Ruther

Donald R. Ruther, art director of Modern Packaging, and R. L. Davidson, the Breskin Publishing Corporation's representative for Modern Packaging and Modern Plastics in the Cleveland district, have joined the U. S. armed forces. Mr. Ruther has been with Modern Packaging for the past six years, five of which he served as art director. He was an active member of the Art Directors Club in New York and last year was chairman of the Book Committee for the 20th Annual of Advertising Art. Mr. Davidson is now a student at the U. S. Naval Reserve Aviation Base in New Orleans. Both men are on leave of absence for the duration and their positions will be held for them for their return.



They Satisfy

Any one of the leading cigarette manufacturers in this country would walk a mile for a Standard-Knapp case-sealer. They *are* made with costlier materials—and, although they are not "slower-burning", "milder", or "cooler", they certainly satisfy, by running longer, with less upkeep and less cost per smoke. Try Standard-Knapp on your production line for smoother packaging!



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

FACTORY and GENERAL OFFICES PORTLAND, CONNECTICUT

570 Lexington Ave
NEW YORK, N. Y.

208 W. Washington Street
CHICAGO

702 Society for Sav. Bldg.
CLEVELAND

300 Seventh Street
SAN FRANCISCO

420 S. San Pedro Street
LOS ANGELES

3224 Western Avenue
SEATTLE

1208 S. W. Yamhill Street
PORTLAND, OREGON

Paul Brown Building
ST LOUIS, MISSOURI

Windsor House, Victoria Street, LONDON, ENGLAND

For Your Information

OPA on May 16 sent the following telegram to Packaging Machinery Manufacturers: "To give you more time to adjust your operations to the new maximum price regulation No. 136 covering manufacturers and distributors of machines and parts the effective date is being changed by amendment from May 18 to June 1, 1942."

Society of the Plastics Industry held its spring meeting May 3, 4 and 5 at the Homestead Hotel, Hot Springs, Va. Over 275 attended, including plastics materials suppliers, manufacturers, machinery and tool makers from every section of the United States and from Canada, and government technical representatives from the armed services. Democracy on the offensive in the voluntary enlistment of the industry for all-out plastics aid in the war program was evidenced in two militant plans of action resolved upon by the Society. First, Henry Sang of the Naval Aircraft Factory outlined the proposal to help accelerate the use of plastics in aircraft by collecting and coordinating all aircraft engineering, design and technical information available through a government sponsored committee. Second, a resolution was discussed to form a special Plastics Planning Board which would determine what plastics will be required in the war program, how many plastics and chemical plants will be necessary to supply these plastics, how to put idle capacity to work and also to help the Army, Navy and WPB find plastics for war materials and for civilian essentials. Ronald Kinnear, president of the Society, sounded the keynote of the meeting at the opening session by stressing the responsibilities of the industry in maintaining the American traditions. "Personal gain," he said, "must be relegated to a secondary position for the duration. In the long run, those policies which most soundly serve the public interest are the ones which will make the greatest contribution to the industry's progress and standing."

Recognition of the importance of packaging is evidenced by the inclusion of an entire department to be devoted to the subject at the annual convention of the Advertising Federation of America, meeting at the Hotel Commodore, New York City, June 21–24. Leading exponents of packaging will conduct discussions on the significance of packaging in advertising and marketing plans. General theme of the Convention will be "Advertising's Responsibilities in War Time." Bruce Barton will be keynote speaker at the opening general session. Lowell Thomas will conduct an advertising quiz program. Other departmental sessions will consider such subjects as marketing, direct mail and premium advertising. "Bargain fee" is $10.00 which includes registration, attendance privileges at all sessions, two luncheons and Monday evening's annual banquet.

"Line Drawing for Reproduction" is the title of a book by Ashley Havinden, which is a stimulating and good handbook on the subject for all those who have anything to do with the use of line cuts. Although the problem of materials is more pressing in modern packaging than what to put on the outside of a package, the latter problem still exists and, of course, so does the problem of economy. Line cuts are an inexpensive yet extremely flexible and forceful medium for expressing almost any artistic and commercial idea. Mr. Havinden has drawn on the work of everyone from Picasso to Steig to illustrate varying attacks on various projects. In these days of limitations on colors and papers, a book like this can open new paths to attractive packaging.

The Dow Chemical Co. writes that sales of Ethocel Sheeting are going to be seriously curtailed because of the fact that the company's ethylcellulose from which sheet stock is manufactured is going into war applications. The war applications are taking priorities of A-1-i or higher and for the present customers will be able to purchase Ethocel Sheeting for applications where they can obtain A-1-h or better. The company expects to continue its development work during the war period and, unless government restrictions prevent, customers will be furnished with samples for their developments.

"Alternative Materials for Container Manufacture" is the title of an excellent summary, prepared by the U. S. Department of Commerce, and published on pages 15 to 18 of the department's weekly bulletin, dated April 30, 1942. Some of the numerous ways in which one material is being or can be used to replace another are given in the comprehensive list. The summary is important because it will suggest to manufacturers many alternatives for a great variety of original packaging materials.

An actual case history of how one American manufacturing concern, faced with the loss of more than half of its business, planned and executed a plan to obtain prime contracts and subcontracts, is told in "How One Company Tackles the War Production Problem." The booklet is published by Lyon Metal Products, Inc., and a copy of it may be obtained free by writing the company at 3108 Clark Street, Aurora, Ill.

A new service, called Consumer and Trade Relations Service, has been established at 370 Lexington Avenue, New York City, for the purpose of assisting manufacturers in making actual consumer tests of their products and packaging or of any changes contemplated in product packing, wrapping or labeling.

The program at Plastics Industries Technical Institute, Los Angeles, Calif., has recently been expanded to include evening study forums in key industrial cities, conducted by carefully picked men with a thorough knowledge of and experience in plastics. These forums are already operating in Chicago, Detroit and Newark, N. J. For the convenience of those interested in the study forums, Plastics Institute has established Eastern Executive Offices in the Chanin Bldg., 122 East 42nd Street, New York.

Williamson Adhesives, Inc., reports that its research laboratory has developed a satisfactory substitute for the rubber latex type of adhesives used in some operations.

Latest issue of The Bottle Front, published by The Glass Container Assn., contains a summary of the glass milk bottle situation at the present time. Production capacity of the industry and availability of materials are among the topics discussed.

McLaurin-Jones Co. sample book of flat gummed paper illustrates a great number of white and colored gummed papers which are still available to printers and paper users.

Within a few weeks after the Columbia Baking Co. of Atlanta, Ga., had been given a major award for the best bread package entered in the 1941 All-America Package Competition, Joseph Hexter, president of the company, announced the "retirement" of the prize-winning Twin-Pack bread package for the duration and the replacement by a full line of "enriched" breads in new "Victory" wrappers.

The Set-Up Paper Box Assn. of Chicago is mailing to customers of its members a letter asking that every box and label carry the slogan, "For Victory—Buy U. S. Savings Bonds and Stamps." The association hopes to encourage all users of set-up paper boxes to enlist in campaign to promote sale of stamps and bonds

Comments from a user of an...

S&S FILLER

MERITT CHEMICAL COMPANY
INCORPORATED
MANUFACTURING CHEMISTS
GREENSBORO . . . . . NORTH CAROLINA
NEW YORK OFFICE
130 West 42nd
Tel. Wisconsin 7-1066
February 13,1942.
STOKES & SMITH MACHINE CO.,
Summerdale Ave.,
Philadelphia, Pa.
Gentlemen:
May we take this opportunity to express to you our appreciation for the consideration shown by your personnel to our problems throughout the past year. Many heavy equipment manufacturers simply sell and forget. Our experience with Stokes & Smith has proven quite the contrary. It is to your credit that every problem of the customer,even after purchasing a machine, is cheerfully and expertly handled by the executives in your organization. As one of thousands of small businesses we wish to commend this attitude.
For your information, the G-6 single unit filling machine which we purchased from you a year ago is still turning out accurately measured,cleanly filled packages for us. Not one cent for repairs has been put on it. On our large size package we get a production of 30 per minute and on the small size our rate is 55 per minute.
Regarding our ideas on the performance of this machine and the pleasant nature of our relations with your organization, we look forward to installation of the Transwrap Model "A" unit for forming,filling and sealing cellophane bags from printed rolls.
With sincere good wishes,we remain,
Yours very truly,
MERITT CHEMICAL CO. Inc.
E.D.Broadhurst Jr.
General Manager.
EDBJr:id
FOOT - CHAFING - PRICKLY HEAT - DIAPER RASH - EXCESSIVE PERSPIRATION
Merritt
POWDER
ACTIVE INGREDIENTS:
ZINC STEARATE BORIC ACID
SALICYLIC ACID TANNIC ACID
BENZOIC ACID

STOKES & SMITH Co

PACKAGING MACHINERY — PAPER BOX MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

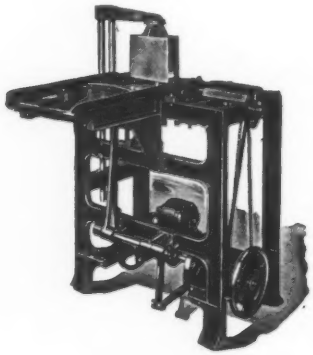
Manufacturers of Filling, Sealing and Packaging Equipment. Fully-Automatic and Semi-Automatic. Speeds to suit your needs—15, 30, 60, 120 per minute.

★★★★★★★★★★★★★★★★★★★

We Are All In Service Now

★★★★★

Our facilities, equipment and personnel are at the service of our country in the all-out effort to win the war. Except upon a high priority, there will be no material available for new equipment. There will be more latitude however for repair parts to enable existing machinery to keep operating. Owners of PETERS machines are fortunate in that this equipment is designed and constructed especially for long life. We are always available for consultation to keep this equipment at its highest state of efficiency. Do not hesitate to call upon us. When Victory is won, we will be ready to serve the industry again with the same efficiency and more modern design in new machines.



This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 die cut "Peters Style" cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable to handle several carton sizes.

This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE automatically closes 35-40 cartons per minute, requiring no operator. After the cartons are filled, they enter this machine on conveyor belt as open, filled cartons and leave machine completely closed. Can also be made adjustable to handle several carton sizes.

Keep your present machines in first class condition to obtain maximum efficiency.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

The four most commonly used sealing methods—with adhesives, with gummed tape, with metal staples and stitches and with steel straps and wires—and their applications to particular types of corrugated boxes are outlined in a booklet, "How to Seal Corrugated Shipping Boxes," issued by The Hinde & Dauch Paper Co., Sandusky, Ohio.

"The ABC of Our Alphabet" by Tommy Thompson, published by Studio Publications, New York City. The fact that the tools of communication have a long and interesting history furnishes a wealth of material for the package designer. The relationship of phonetic with ideographic and pictographic symbols offers a new frame of reference for the creative artist. These facts make this book stimulating and refreshing to read. It is a simple, well-illustrated outline of the growth of letters, taken from reliable primary sources. It is not so successful as a book design because in many cases various symbols and illustrations have been run in red right under the black text type. Other pages scatter symbols haphazardly around the page in a manner that distracts the perusing eye. Since the primary function of all alphabets is to be read, one is inclined to think that the author is more interested in separate trees than in the whole forest of related meanings.

Instead of the usual anniversary observance, E. I. du Pont de Nemours & Co., Inc., has compiled an authoritative history of the company, entitled, "Du Pont—140 Years," which is being published by Scribner's. The book celebrates the 140th anniversary of the company this year. William S. Dutton assembled all the historical data.

The amended definitions and standards for canned peaches, apricots, pears and cherries established by Federal Security Administrator Paul V. McNutt have been accepted by the food trade as being entirely constructive. The new regulations do not require sugar mixtures used as packing media to be stated on the label, thus eliminating the need for the trade to handle a wide variety of stocks differing only in syrup mixtures. Although requiring information as to syrup density to be indicated on the label the regulations permit mixtures of dextrose and sucrose, corn syrup and sucrose, and dextrose, corn syrup and sucrose, to be employed as sweetening ingredients without label declaration. The amended regulations become effective on May 27. With respect to the labeling of optional packing media, however, the regulations become effective one year from that date.

"How to Get More *Mileage* from *Cellophane* in Wartime" is the title of a booklet distributed by Canadian Industries Ltd. It is designed as a practical guide for those who may still use cellophane and it tells ways of making the present supply of cellophane go further.

The Milwaukee Journal now makes available its "19th Annual Consumer Analysis" which is a survey based on carefully checked, personally turned-in questionnaires from 7,500 housewives or approximately 3.5 per cent of greater Milwaukee's family population. Changes in buying habits and brand popularity are noted and there is a correlation of consumer use of different types of products with buying power together with the store distribution of all leading brands. Significant information on hundreds of packaged items is incorporated in this survey.

Prepared in a vest pocket-size format, so they will be easy to carry, The B. F. Goodrich Co. has just published the first four of a series of six pamphlets on "How to Get the Most Service Out of Industrial Rubber Products." The series is designed to assist in the tremendous program of rubber conservation now made necessary by war developments.

Active mining of domestic bauxite has been commenced by a subsidiary of the Reynolds Metals Co., according to an announcement by R. S. Reynolds, president of the company. Bauxite from Arkansas deposits will be shipped to the company's aluminum plant where it will be turned into the light weight metal.

The EDITORIAL Chair has sprouted wings

Modern Packaging's editors have swapped their swivel chairs for a seat on the airlines. About the time the Nazis invaded the Low Countries, they clamped their office under their fedoras and climbed into their flying seats for the duration.

The business ceiling was zero in some industries, even then, and it has lowered on many more since. They went out after the facts right where they were happening—Washington, Chicago, and points North, East, South and West. They headed for the proper Government bureaus—have kept in touch with their rapidly changing personnel. They looked into the laboratories where research was under way to create substitutes, to help keep the pulse of business alive. They studied production lines, talked to production chiefs—for they long ago realized that the new basic problem of packaging was no longer sales but *manufacture*.

RESULT?

Because Modern Packaging gave facts, facts only and facts first, it was soon recognized as the oracle of packaging's present and future crises, readers flocked to it like pilgrims to Mecca. They came looking for the Word, and they found the Truth reliably documented, authoritatively edited.

For Modern Packaging advertisers this proved a boon indeed. They were (and are) able to say what they must to the leading packaging executives of America, via a medium which these men trust implicitly, a medium upon which they rely for the vital facts upon which they plan their business activities. And these men were (and are) in a mood to listen, a mood without fear or panic.

They are able to look at the truth—they are interested in permanencies as well as expediences. Talk to them now. You will find them business' most receptive audience.

MODERN PACKAGING MAGAZINE

122 East 42nd Street ★★★ **New York City**

You Have Only One ADHESIVE PROBLEM..

THE only valid adhesive problem that can be troubling you is: does your adhesive *stick* under all conditions of weather, atmosphere and handling through which your package must pass?

And the only logical answer to this problem is a Star brand adhesive. The Star line includes an adhesive for every packaging purpose. (The list below is only a sample.) Literally hundreds of sound formulas for as many packaging purposes have been developed by our research department. These stock formulas are ready to meet your requirements. And our chemists and engineers are equally at your service to develop any special formula you may require.

More than that—Star brand adhesives of every type are quality adhesives. Each does its job—and does it economically. Dilutions up to 50% are achieved through using these concentrated adhesives—and without sacrificing adhesion.

The STAR line includes:

- Case Sealing Glue
- Folding Box Glue
- Hot and Cold Pick-Up Gums
- Tin Paste
- Brightwood Gum
- Carton Sealing Glue
- Bench Paste
- Tube Glue
- Lap End Paste
- Bottle Label Glue

Write for our instructive folders: "Make Your Identity Stick" and "Here's A Bird of An Idea"

PASTES · GLUES · ADHESIVES · GUMS — ESTABLISHED 1849

BINGHAM BROTHERS COMPANY

FOUNDED 1849

AN ADHESIVE FOR EVERY NEED

New York, N. Y.
406 Pearl St.

Rochester, N. Y.
980 Hudson Ave.

Philadelphia, Pa.
521 Cherry St.

Baltimore, Md.
131 Colvin St.

WPB Orders

(Continued from page 66)

RUBBER CONSERVATION: (Knife Rubbers) Cutting knife rubbers can be successfully reconditioned. After the rubber has seen normal service on one side, it can be ground down to eliminate the knife cut, a piece of wood inserted in the cutting knife box to make up the amount ground off and the rubber re-inserted upside down.

SHELLAC: Order M-106 provides that to June 30, 1942, shellac may be used up to 75% of 1941 rate of consumption (two optional bases provided), and thereafter not over 35% of 1941 usage.

SUGGESTIONS for Conservation by Gravure Printers and Engravers:

(a) Plate Ballard gravure cylinders to a shell of .005 instead of .006. This practice is in use in a number of plants.

(b) Do more color finishing on the cylinder, thus reducing make-overs; some shops have practically eliminated them.

(c) Gravure printing sheets can be flattened, polished on the back and re-used. Permission must be secured from WPB, Reference M-9-b.

(d) When the supply of dragon's blood is gone, a change can be made to an available commercial etching powder.

(e) Ordinary talcum powder can be used as a substitute for magnesium carbonate, for powdering letter-press plates.

(f) In deep-etch lithography, Furfuryl Alcohol can be substituted for those customarily used. Most of the alcohols now in use for deep-etch are on the critical list.

TINFOIL AND SOLDER: Regulations provide for a maximum tin content of 30% after May 1. Electrotypers, having an inventory of material with a tin content in excess of the maximum, and who have not submitted in writing a listing of each kind, with the formula, for instructions as to further use or disposition, should do so *immediately*.

WRAPPING TWINE: Order M-84, Amended, provides that no user of wrapping twine containing sisal or agave fiber may carry more than one and one-half months' supply, nor order for future delivery more than one month's supply.

ZINC: Increasing military demands will result in further restrictions on civilian uses. Metallic zinc will be placed under complete allocation control beginning June 1, 1942.

Through field glasses

(*Continued from page 92*) The impression seems to persist, even among people who ought to know better, that packaging is a matter of frills and decoration for the sake of eye appeal. When the president of a meat packing company plastered the front pages with his letter to Donald Nelson suggesting a return to the cracker barrel days, he completely overlooked the fact that his own company is doing a very commendable job of utilitarian packaging—packaging that gives evidence of the most careful planning and consideration of protection, economy and consumer convenience.

☆ ☆ ☆

Idea of a paper shortage seems to be wide spread and entrenched and that's a puzzle to the paper people who know that paper production is considerably below capacity because of decreased demands. Some types of paper are not as plentiful as others, but indications point to plentiful stocks for 1942. A complete and authoritative canvass will appear in the July issue of Modern Packaging.

IF YOUR *New* GLASS CONTAINER NEEDS *Gummed* LABELS!

YOU'LL WANT TO SEE THIS

new gummed paper

HANDIBOOK

Finding a new way to package your product is, at best, a bothersome problem. But the search may lead to a *better* package—and a *better* label.

If you're using a glass container with a handy gummed paper label, you'll want to see the new McLaurin-Jones Guaranteed Flat Gummed Paper HANDIBOOK. 81 pages to tell you everything about gummed papers. It's loaded with ideas, suggestions, use-charts, samples of white and colored gummed papers for every need—nothing has been omitted for either technician or idea man. We would appreciate it if you would request your copy from your label producer.

SEND FOR THIS VALUABLE INFORMATIVE LABELING DATA BOOK

THE HANDBOOK OF INFORMATIVE LABELING shows how to present the facts upon which the consumer's purchase depends—on labels. 64 profusely illustrated pages include Government Regulations and Informative Labeling —Food and Drug Act and Labels; Data desired by consumers and retailers on Informative Labels; Designing Informative Labels; Examples of Outstanding Informative Labels, and many other topics. Write for a copy, on your business letterhead.

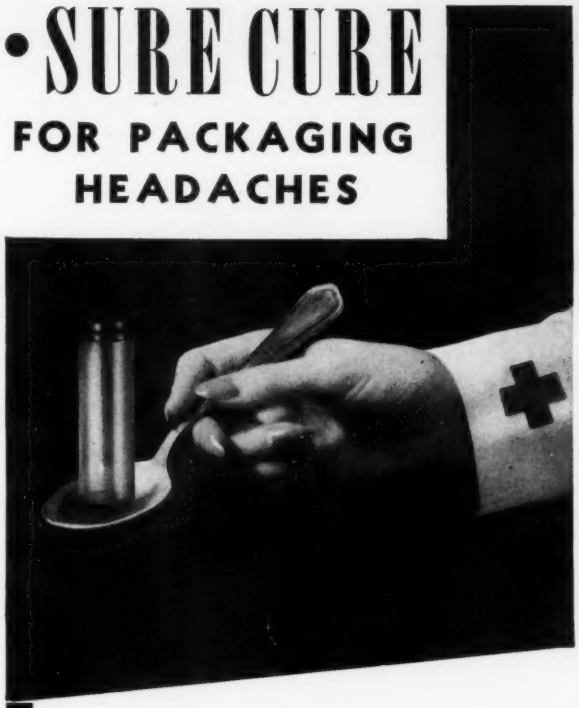
McLAURIN-JONES CO.

1902 STEWART STREET BROOKFIELD, MASSACHUSETTS

Makers of Gummed Label and Seal Papers

•SURE CURE

FOR PACKAGING HEADACHES



● *LUSTEROID VIALS AND TUBES*

The War-Time Dress for Particular Products

Forget sampling and packaging problems! An ultra-modern development—LUSTEROID—now brings you distinctive containers that combine sparkling beauty and amazing light weight with other practical advantages made-to-order for today's complex requirements.

- **LIGHT WEIGHT**—About 1/5 the weight of its equivalent in glass, LUSTEROID provides all the strength and rigidity your container requires, through its one-piece seamless, leakproof construction.
- **UNBREAKABLE—LUSTEROID** is tough, resilient, unbreakable—does not brittle with age—withstands abuse.
- **EYE AND BUY APPEAL**—Available in all colors—either transparent or opaque—its glass-like finish gleams with eye appeal. Your design and sales message are reproduced in full color to become an integral part of the container.
- **ECONOMY**—Light weight cuts handling and shipping costs. Unbreakable, LUSTEROID containers can be packed without costly partitioning or protective packing. No labels to buy or affix.
- **STYLES AND SIZES**—Vials and tubes in standard diameters from ¼" to 1¼" and lengths up to 5" available with cork, slip-on or screw-cap closures. Other sizes furnished special. Puffers and applicators available also.

Write or wire today for the complete LUSTEROID story.

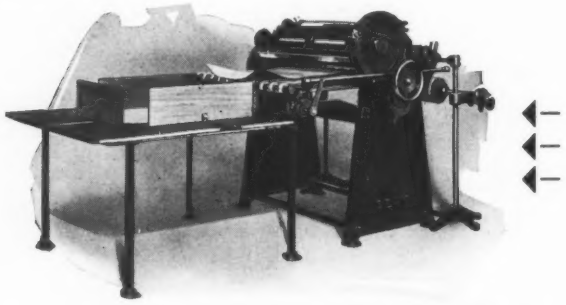
LUSTEROID CONTAINER CO., Inc.

Formerly Lusteroid Division of The Silcox-Miller Company

10 Parker Avenue, West . . . South Orange, New Jersey

Let the War Reduce Your Force to a Skeleton

SO WHAT?



The Beck Sheeter

will release hands for other work, because thru its great simplicity, it needs very little of the operators' attention, once it is set. Especially when equipped with **ELECTRIC EYE CONTROL** are you freed from human element in your sheeting work. Amazing degrees of accuracy in "spot sheeting" work, plus profitably increased outputs. The need for doing your own sheeting is probably more acute now than ever before in your business history, and this because of present conditions.

CHARLES BECK MACHINE CO.

13th & Callowhill Streets Philadelphia, Pa.

There will always be an ADHESIVE PROBLEM UNTIL

You get in touch with UNION

Not all of the permanencies of our way of life are pleasant, like Christmas. Many of them may be extremely unpleasant. For instance, adhesive problems can be extremely annoying on gift packages or everyday packages. But then, you don't have to wait for Christmas to bring you a solution.

There is always an answer to your gluing difficulty when you come to a concern who knows most of the answers and where to find the rest. We have created several hundred formulas in nearly 4-score years. We'll be glad to do a few for you.

Established 1866

Union Paste Company

1605 HYDE PARK AVENUE • HYDE PARK MASS.

Always—Christmas

(Continued from page 47) Neiman-Marcus repack all merchandise in their own distinctive boxes not only for gift packages, but for regular, year-round trade. This repacking includes everything from handkerchiefs up to ermine coats. This regular set-up box, in a variety of sizes, is tight wrapped in a cream-colored, highly glazed paper with the firm's monogram in brown. Even shoe boxes are designed this way. To conserve paper, a mailer is printed on the bottom of the box and all that has to be done to prepare the box of shoes for transit is to fill out the customer's name and address and to tie the box with a cord.

Since all the merchandise is sent in these distinctive Neiman-Marcus containers, a unified scheme is maintained. This year-round container will be used as usual for Christmas packing. The special gift packaging will be embodied in the wrap, the ties and the accessories.

The only exception to this year-round container will be the packaging of special items or groups of items. One of these special items, a treasure chest, will be continued again this Christmas by particular request of the store's customers. This is a permanent gift package. One year it was a rectangular box covered with quilted satin, tied with white satin bow and streamers of ermine tails. These treasure chests contain a number of articles selected by the customer and represent a certain specified cost. For instance, the lowest priced chest filled with various articles must represent a value of $100 or more. This year the treasure chest will probably have a minimum value of more than $100. The chest, itself, is a permanent re-use container.

Another outstanding boxed collection is the store's handkerchief series. Three handkerchiefs are made up to look like a cowboy and are packaged in a box with a wrap of tan with brown, ten gallon hats and other Western motifs printed on it. An accessory on the wrap is a brightly colored yarn lariat. Another handkerchief collection is the Walt Disney character, Dumbo, made of handkerchiefs; another, soldiers of 1776, the Mexican War, the War of 1812, etc. A collection for the handkerchief series contemplated for next Christmas is an album of handkerchiefs with dainty designs, all fitted on pages of an album with pen and ink drawings representing the period of Clarence Day's "Life with Father." These handkerchief series are particularly popular at Christmas and probably all will be available this year.

The store considers this integrated packaging, because the merchandise is sold with its packages. For instance, advertisements for the handkerchief album would state, "such and such a number of handkerchiefs in an album at such and such a price." Collections such as these encourage multiple sales. The firm has featured them for six years and each year the sales have increased.

A popular packaged item which will be continued for Christmas is the square box of eight dozen, home-made cookies packed for men in service. The package consists of a brown carton on the lid of which is a miniature tent, complete with flag and occupant. When sent, the tent is covered with a cardboard protector. Savings Stamps and Government Bonds will again be sold at Christmas as gifts in this store. These are sent in the store's regular gift wrap.

The gift packaging department operates in this way: Gifts are wrapped free of charge if the price of the gift is $8.95 or more. Under that figure, the charge is 20¢. The minimum price has been changed this year from a $4.95 purchase in

Set Up for Bottom Stitching

BLISS TOP and BOTTOM STITCHER

Containers with both tops and bottoms wire stitched are now specified for packing numerous products.

This combination BLISS TOP and BOTTOM STITCHER is recommended for plants whose production does not warrant installation of separate Bottom and Top Stitchers. For assembling cases by bottom stitching, the blade anvil is dropped down against the pedestal and the table is swung to one side as illustrated at left; the post is placed in a socket on the base and locked in position.

After the desired number of containers has been bottom stitched, the post is removed and table and blade anvil swung into position as illustrated at right, for top stitching the filled containers. Less than one minute is required to make the change.

The work table is fitted with ball bearings on which the box may be easily moved in any direction. The table is counter-balanced and is quickly and easily adjustable up or down by hand for boxes of varying heights.

Built in two sizes with 15″ and 25″ throats, and 26″ x 30″ work table. Handles boxes up to 25″ in depth. The standard Heavy Duty Stitcher Head is used. Motor 1/4 HP.

Set Up for Top Stitching

Wire stitching both top and bottom provides a uniformly secure closure and gives added strength and rigidity to the case.

Write for further information

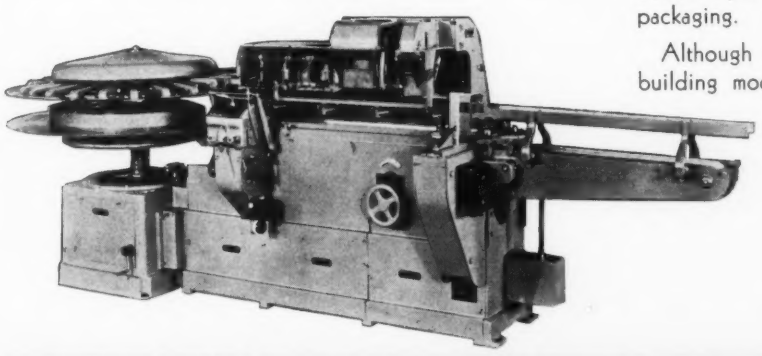
DEXTER FOLDER COMPANY

330 West 42nd Street New York, N. Y.

Chicago • Boston • Philadelphia • Cincinnati

Save TIN for the Army! Let SEALTITE seal your product in a PAPER BAG

The bulk of our limited supply of tin is needed by our Armed Forces and defense industries. Little will be available for civilian use, but all of us are glad to make any necessary sacrifices to win this war quickly. However, lack of tin for packaging does not mean that we shall have to do without many of the products usually packed in tin.



Paper is rapidly taking the place of other containers "for the duration."

If your product can be packed in a paper bag, you should investigate Sealtite, the modern, automatic bag sealer. Users report savings with Sealtite as high as $300.00 per month per machine over previous methods of packaging.

Although a large part of our capacity is devoted to building modified types of standard Consolidated machines for the U. S. Ordnance Department, we are endeavoring to supply at least some of the essential needs of our non-defense customers as well. We are maintaining service on machines already in operation and repair parts are available. If the Army needs your tin, let Sealtite and a paper bag solve your packaging problem.

CONSOLIDATED PACKAGING MACHINERY CORP.

1400 WEST AVENUE BUFFALO NEW YORK

Identified by this Crimped end

HUMITUBE

TRADE MARK REG.

THE ORIGINAL READY-MADE, CRIMP BOTTOM POUCHES MADE OF **DU PONT Cellophane**

Nationally known as the leading manufacturer of small "Cellophane" containers. Made in flat and tuck style—single or duplex.

If DEFENSE DEMANDS have affected your package —tell us! "HUMITUBES" may be the solution.

HUMITUBE MFG. CO.

Converters of "Cellophane"

PEORIA, ILLINOIS

DRAFTED AGAIN!

Twenty-five years ago we were asked to interrupt our manufacturing production and to do our part in helping to win a war.

The call has come to us again and our entire productive capacity has been turned to defense work designed to stop the aggressor.

Replacement parts for equipment manufactured by us, now operating in our customers' plants, will be served promptly, provided the orders for these parts carry proper priorities and meet with the approval of the War Production Board.

Orders for new machines of our standard type will be accepted only if accompanied by proper priorities until the end of the present emergency.

HUDSON-SHARP

MACHINE CO • GREEN BAY • WIS

order to get a free wrap or a 15¢ charge for purchases under that cost to the above greater minimum. All merchants in Dallas maintain this minimum rate for gift wrapping. They also have an agreement that no store will wrap purchases from another store. Customers who come to the gift wrapping department of Neiman-Marcus or any of the other stores with articles which they want gift wrapped, but which have not been purchased in the store, are directed to a regular gift wrapping service. Dallas has several of these services that make a regular business of nothing but wrapping gifts and they are not connected with any other store.

Neiman-Marcus has made every effort to eliminate waste and conserve materials. The store has a paper shredding machine which shreds all waste kraft and other papers and each day the shredded paper is baled. Several bales a day are sold to salvage dealers. The shredded kraft paper, however, is used by the store as padding in shipping containers. Wood excelsior which comes in containers from manufacturers is also bundled and sold to salvage dealers. Garment boxes which come in from the manufacturers are stored and re-sold periodically to wholesalers.

Sans cellophane

(Continued from page 49) design since they were introduced on the market twelve years ago. One of the company's cartons had a die-cut cellophane window. This has been completely eliminated in the new design. The rainbow box contains an assortment of colored tissues. Obviously without a cellophane window these colors would not show. To get around this, the designer simulated an opening on the side of the box and the various colors are printed thereon. It gives the effect of looking at the layers of colors in the box, whereas you are really only looking at a side panel of the carton. A unique feature of one of this company's other tissue packages is the aperture. When pushed through, this leaves the form of a bow—same design as before tearing.

Credit: Substitute wrappings by Nashua Gummed and Coated Paper Co. Tissue cartons by The Gardner-Richardson Co. and designed by Ben Lewis.

Containers—dog food

(Continued from page 78) The package is distinctive in that it shows not only a complete sales story, but also complete feeding directions as well.

F. G. Vogt & Sons, Inc., makers of Thrivo, now put out their dog and cat food in dry mix form. An effectively designed and colorful fibre can takes the place of the tin can.

The Quaker Oats Co., which recently came into the dog food field with its acquisition of Chappel Bros., Inc., makers of Ken-L-Ration and other dog foods, states that as yet the company has not developed a dry food other than dog meal. The consumer package for the latter is a bag which the firm has found a satisfactory container for its meal product. The company believes that it will take considerable time to develop a dehydrated food to take the place of Ken-L-Ration and until a satisfactory food substitute has been found, the Quaker Oats Company prefers to concentrate public attention on its dog meal called Ken-L-Meal.

John Morrell & Co., producers of Red Heart dog food, and Swift & Co., makers of Pard, both announce the appearance of their well-known brands in paper containers.

SENSATIONAL *New* CLOSURE

AMPLY-AVAILABLE EPPY *Seals*

This new development is a secondary closure that does *more* than you ask.

It is easy to apply—self sealing.

Clings to every nook and crevice of your closure, forms a moisture — proof, tamper-proof, air-proof seal for wines, liquors, beer, drugs, pharmaceuticals, etc.

Available to all industries—no priorities needed.

Wonderful replacement.

Can be imprinted *in manufacture* with any trademark, name, slogan or design in as many colors as you wish.

Uses no critical materials — therefore not on priority.

COSTS LESS!

EPPY SEALS will do your job. Send for samples.

SAMUEL EPPY, INC.

333 HUDSON STREET - - - NEW YORK CITY

CLASSIFIED

HELP WANTED: Estimator—medium size New York folding box plant doing general work. Good permanent position. In replying please state age and experience. Reply Box 154, Modern Packaging.

PRACTICAL DESIGNER: 14 years one company. Thorough knowledge of set-up paper box industry. Position wanted with leader in field or as stylist-consultant with large consumer of boxes. Reply Box 155, Modern Packaging.

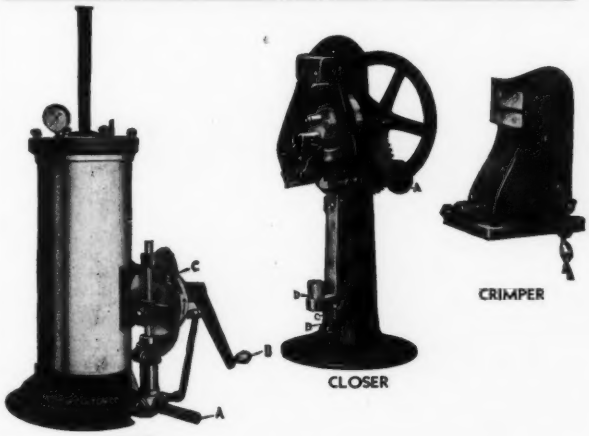
This Space Will Henceforth Be Devoted to Classified Advertisements.

Classified advertisements may be inserted at the nominal rate. $5.00 per inch. Minimum space—1 inch. About six words per line, 10 lines per inch.

ADVERTISEMENTS Will Be Resticted to Those of a Helpful Nature.

Positions Wanted, Help Wanted, Lines Wanted are typical categories.

Address: **Classified Advertisements**
MODERN PACKAGING MAGAZINE
122 East 42nd Street - New York City



COLTON Hand Operated Machines

Will seal tubes with Colton Clipless Closure or for applying clips
Will be pleased to recommend machines suited for your requirements
write

ARTHUR COLTON CO.

2602 EAST JEFFERSON AVE., DETROIT, MICH.

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★ ★ ★ ★ ★

Modern Packaging

BRESKIN PUBLISHING CORPORATION

122 East 42nd St. New York City

Back in 1938 George Weston Biscuit Co. asked us to create for them a distinctive holiday package. Here's the result—an eye-catching Gift Assortment that displays all the tempting goodness of Weston's English Biscuits. At pre-season showings merchandisers were enthusiastic about this unusual package. As the holiday season rolled around large retail outlets ordered and re-ordered. Sales proved that they had backed a winner.

Early in '39 Weston's were considering a new holiday package. However, salesmen reported that retailers were not interested in a new package—they demanded a repeat performance of last year's Gift Assortment.

And so for the past four years this unusual folding carton has sold thousands of pounds of cookies. Its trim lines stops 'em . . . its handsome gold and red design, its see-ability sells 'em.

A gift package with such a long sales life is exceptional. But if this success story interests you we would like to show you others. In many fields Michigan Cartons are known for their outstanding sales performances.

MICHIGAN CARTONS
- Sales Winners any Season!

MICHIGAN CARTON CO.

BATTLE CREEK, MICHIGAN

Permanent Sales Appeal

NEW TRANSPARENT DISPENSER DISPLAYS PRODUCT AND SAVES PACKAGING MATERIALS

HERE IS a new product dispenser with a dual purpose—permanent visual aid to sales—with bulk packaging advantages. A product of the Sta-Krisp Company of Grand Rapids, Michigan, the dispenser makes possible a 75% saving in packaging materials through the elimination of individually packaged portions of such items as prepared breakfast foods and pop corn sold in restaurants, cafeterias and soda bars.

A transparent "display sleeve" made of ETHOCEL* SHEETING forms a permanently filled outside jacket. Inside this jacket, a large, replaceable package carries the product. Thus, should but one cupful remain, the dispenser always appears to be full and maintains its attractiveness.

Whether you have a packaging problem or require transparent sheetings for war purposes, investigate ETHOCEL SHEETING. You'll find it a durable, dependable product.

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

New York • St Louis • Chicago • Houston • San Francisco • Los Angeles • Seattle

*Trade Mark Reg. U. S. Pat. Off.

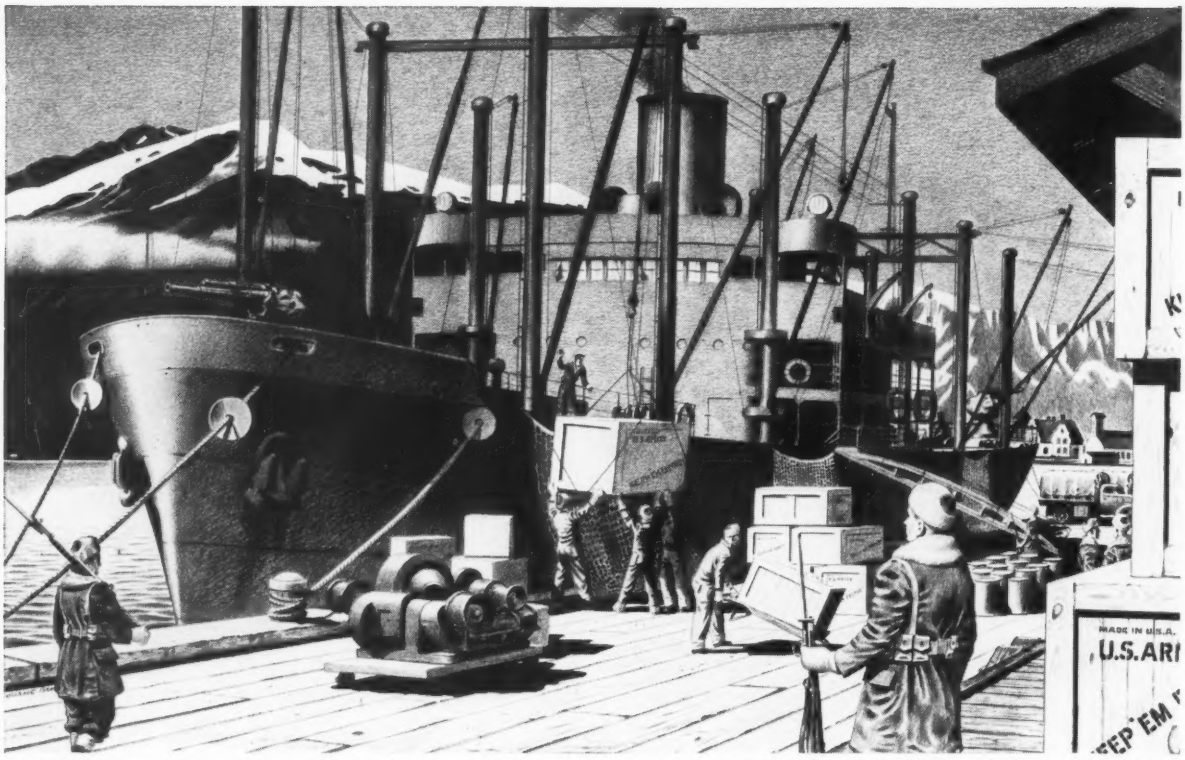
SPECIFY

Ethocel Sheeting

DOW ETHYLCELLULOSE

DOW

SCHOOL OF BUSINESS
Miami
University



FROM ICELAND to the West Indies—from Alaska to Australia—our troops must have the best possible food on which to fight. They get it with canned food. It provides them with balanced, nutritious meals, saves shipping space, eases the supply problem.

No more tin plate for many of you . . . means more "square meals" for them

ONLY THE BEST possible food is good enough for our troops. They must have this food in greater and greater quantities. That's why there'll be no more beer, coffee, and many other items packed in tin plate, as we get deeper into the war.

This saves many tons of tin that will go into cans in which more food for carrying on the war will be packed. Food for our fighting forces. Food for civilians behind the lines. (Tin cans, as you may know, are the perfect containers for processed foods.)

So—until the war is won, you'll have to do without the convenience, beauty, and traditional sales appeal of many tin-plated packages.

Many substitute packages may be offered to you for your products. They may not be so good as the familiar *tin* package, but they'll be the best you can get while there's a war on.

And you can do your part by using your business imagination and capitalizing on these substitute containers. Adapt them to your filling lines. Sell them to your trade. Explain to your trade why these substitutes are necessary for the duration.

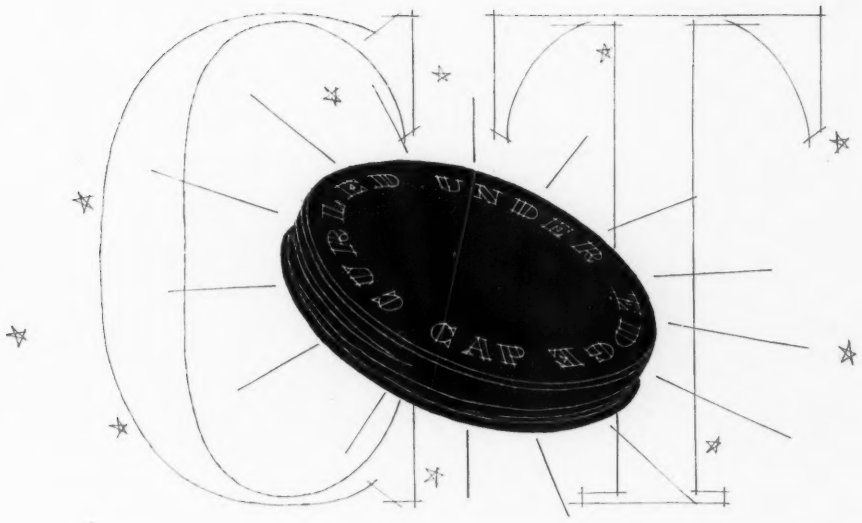
REMEMBER: The Government is doing a great job . . . for you, for all of us . . . in controlling the tin supply and directing it where it will do the most good.

In our own laboratories, research on containers is going steadily forward. This research promises not only to improve present containers for your use during the war, but also to develop even better containers of all kinds for your use after the war. AMERICAN CAN COMPANY, NEW YORK, N. Y.

SOME TYPICAL WAR ITEMS MADE BY CAN MAKERS

For our armed forces, can makers supply various types of containers for:

—food rations, explosives, bandages,
—oil, blood plasma transfusion kits,
—delicate anti-aircraft motors,
—emergency water rations, and
—countless other necessities for fighting men.



THE PHOENIX C T CAP might easily be termed a *war closure!* It is standard throughout the packaging industry, having been developed in the period immediately following the last war. It may be made of tinplate, terneplate or blackplate . . . whatever is available. It requires only the minimum of these metals because of its shallow, single shell construction. And, it is scheduled to replace the S T, or double shell cap, which has been discontinued for the duration.

The C T Cap may not be as attractive on certain styles of jars and bottles as the double shell cap. (This, however, is a matter of opinion.) But with curled under edge, no knurl and the same type of decoration, it is nearest in appearance to the double shell cap of all closures likely to be available throughout the war.

What is more important for the present: It will seal a package just as effectively as the double shell cap; it will step into production lines with hardly a moment's interruption; and it may be lithographed or coated in the same manner as the decorated double shell closure which you have been using.

You may not like to change the appearance of your package . . . even in the slightest. But this is war! The government needs the extra metal used in the manufacture of the double shell cap for more important purposes. We are sure you'll want to cooperate.

To single shell your 'packs' is
To double shell the Axis!

PHOENIX METAL CAP CO.

2444 West Sixteenth Street
CHICAGO

3720 Fourteenth Avenue
BROOKLYN

CHARLES A. BRESKIN, Publisher
CHRISTOPHER W. BROWNE, Editor
PEARL HAGENS, Managing Editor
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Modern Packaging

JULY 1942
VOLUME 15 NUMBER 11

AUGUST

Glass! What are the prospects of using it in place of metals? Can production lines, originally designed for metal containers, be adapted to the handling of glass containers? What is the progress of standardization? What are the prospects for closures? Next month Modern Packaging will bring you a comprehensive report on the current glass situation. Packagers who already use glass or those who are contemplating a changeover will find in this article a storehouse of useful information to solve present-day problems.

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COVER—Photo of Young America saluting Old Glory was made especially for Modern Packaging by L. L. Perskie of the Defender Photo Supply Co.

ALAN S. COLE, General Manager

WALTER S. ROSS, Promotion
L. B. CHAPPELL, Los Angeles
P. H. BACKSTROM
M. A. OLSEN
J. M. CONNORS
R. L. DAVIDSON*
F. L. POSNER, Circulation
F. M. McQUILLEN, Production

Published the 1st of each month by Breskin Publishing Corporation. Publication office, Twentieth and Northampton, Sts., Easton, Pa. Executive and Editorial Offices, 122 E. 42nd St. (Chanin Bldg.), New York, N. Y. Phone AShland 4-0655. Mid-Western office, 221 N. LaSalle St., Room 1338, Chicago, Ill. Phone Randolph 6336. Pacific Coast Office, 427 West 5th St., Los Angeles, Cal. Also Publishers of Modern Plastics, and sponsors of the All-America Package Competition and the Modern Plastics National Competition. Subscription $5.00 per year in United States; Canadian, $5.50; foreign, $6.00. Two year subscription United States, $8.00; Canadian, $9.00; foreign, $10.00. All foreign subscriptions payable in United States currency or equivalent in foreign currency computed in current exchange. Price this issue, 50¢ per copy. Copyright 1942 by Breskin Publishing Corporation. All rights reserved including the right to reproduce this book or portion thereof in any form. Printed in U. S. A. Member of the Audit Bureau of Circulations. Acceptance under the Act of June 5, 1934, at Easton, Pa. Authorized October 7, 1936.

* Now serving with U. S. Armed Forces

"CEL-O-SEAL" BANDS PROTECT—AND CONSERVE—THE CONTENTS OF PACKAGES...

▶ **TODAY** when Conservation is vital to the nation's war program, small "Cel-O-Seal" bands make an important contribution. On wine, drug and medicinal packages, they secure closures firmly in place; hence—

1. **Keep the product in, safe from evaporation, and**
2. **Keep destructive or harmful influences out.**

"Wind-O-Band" seals—the kind made for distilled spirits packages—provide this protection, too; and, moreover, protection of U. S. Government Tax Stamps.

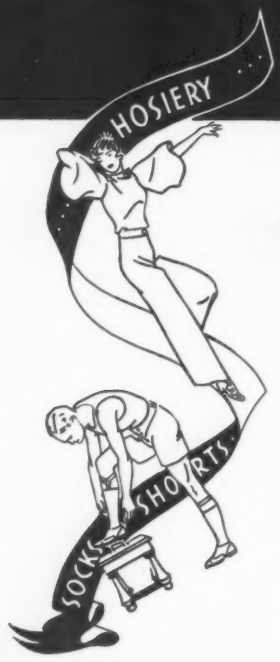
"Cel-O-Seal" also "tops off" glass packages attractively, provides individuality—and often a "second label"—for the bottle or jar that wears it.

Switch to economy

PAJAMAS
NOVELTIES

SHIRTS
UNDERWEAR

SPORT
GOODS



FOOD
PRODUCTS

HARDWARE

These and many other novelty styled cartons, with all their attractiveness are simply FOLDING type construction. They are carefully worked out to give your product originality.

All the beauty of the more expensive package embodied in the unique styles of Brooks & Porter folding cartons plus a price advantage which is yours.

A goodly array of striking designs to choose from.

BROOKS and PORTER, Inc.

304 HUDSON STREET, NEW YORK, N.Y.

Which one of these packages didn't spill?

THE first covered wagon almost stumped its inventors, the early Dutch settlers of Pennsylvania.

At first it was just a box on wheels, with a "poke bonnet" hood to keep the contents dry. But things spilled out. You could pack a lot in the wagon because it was big, but too much of your load would tumble out as it jolted up and down rough hills and roads.

So those Dutch wagon designers of the Conestoga Valley did something. Something quite simple. They slanted the ends of the wagon outward and curved the bottom. The effect looked roughly like a rowboat. Things didn't spill as much—tended to settle toward the center. More, these "rowboat" bodies floated easily across streams.

The rumble of the good-looking, blue and red Conestoga wagon was one of the important sounds in American history. It couldn't have been—if the "package design" hadn't been successful. It was practical. It protected its contents. It filled a specific need.

Our success in designing and developing packages for specific needs is the reason why more than 12,000 businesses call Continental "packaging headquarters." Today, however, war efforts come first.

The experience and resources of Continental are now enlisted in helping the nation. Besides millions of food containers for civilian America, for our fighting forces, and for our Allies, we are producing other packages to protect America.

Anticipating another day, we see many new applications of the things we are learning and doing now. If you are looking ahead or developing an idea, we'll be glad to help you. Our packaging engineers, research men and designers are at your service at all times.

What will be the PACKAGE of the FUTURE?

The package of the future will be the package that best meets *all* these 10 important points:

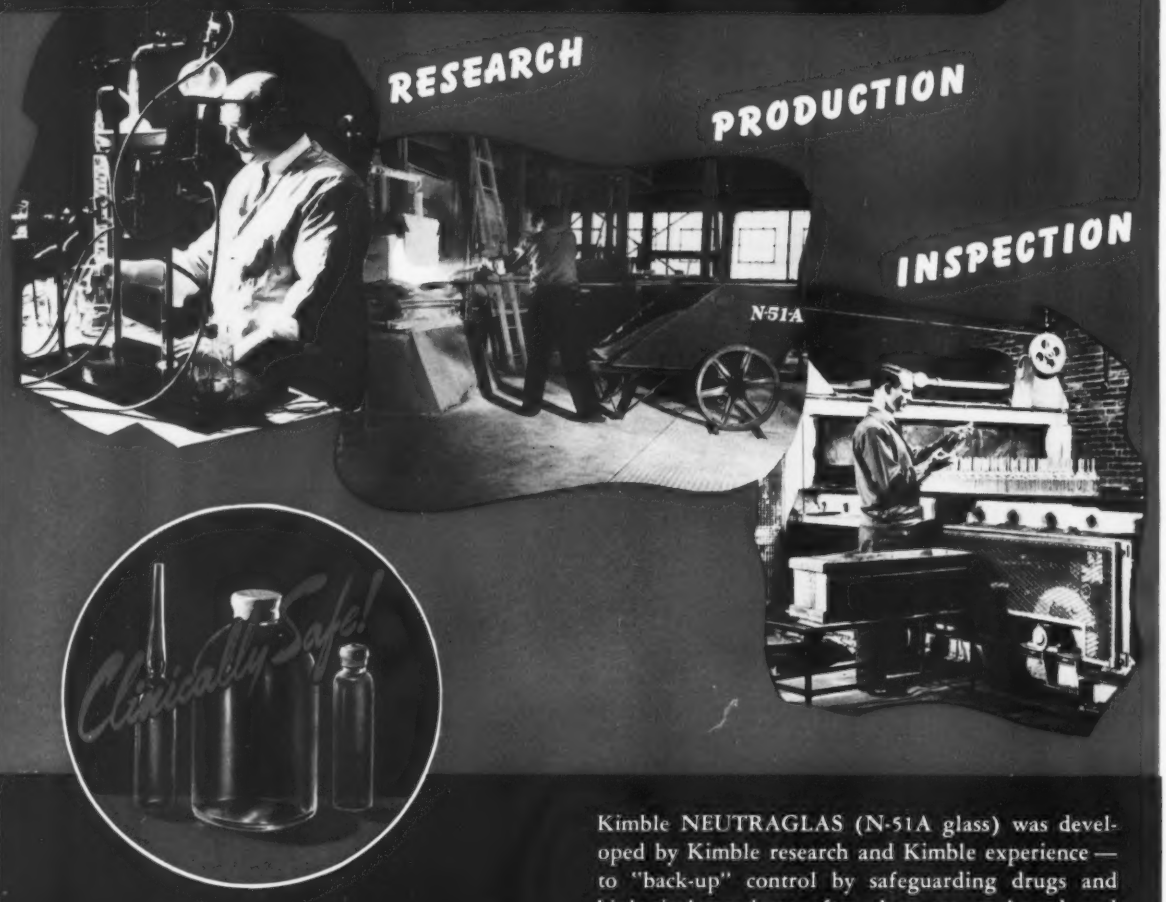
1. Protects against light, heat, and dirt.
2. Does not chip, break, or tear.
3. Is adaptable to *highest* speed filling operations.
4. Is economical to pack, ship, and handle.
5. Light weight, compact, no waste space.
6. Moisture and vapor proof, impervious to temperature changes.
7. Easy and convenient to display, sell.
8. Available in wide variety of sizes, shapes, styles (over 500).
9. Offers maximum convenience and safety in consumer usage.
10. Permits high processing temperatures, certain hermetic sealing.

These points made the metal container *first* in packaging. If there ever is another package that has *all* these qualifications, we'll be making it!

CONTINENTAL CAN COMPANY

Packaging Headquarters for Industry

BACK WHERE CONTROL BEGINS...



Important in the manufacture of a pharmaceutical or a biological is CONTROL, established and maintained by careful research and continuous testing. It is vital that this CONTROL be maintained while the product is stored in containers.

This "follow-through" of control begins when the glass for the container is formulated and produced.

Kimble NEUTRAGLAS (N-51A glass) was developed by Kimble research and Kimble experience — to "back-up" control by safeguarding drugs and biological products after they are packaged and stored. Being neutral in character, NEUTRAGLAS is highly RESISTANT to chemical attack. Here is CONTROL that the medical profession recognizes as VITAL.

Standardize NOW on Kimble Ampuls, Serum Vials, Serum Bottles and Clinical Glass Containers made of NEUTRAGLAS (N-51A glass) — for ASSURANCE and SAFETY.

For Assurance

• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY • • • • VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON • INDIANAPOLIS • SAN FRANCISCO

THAT'S a problem Ritchie design and production people started work on even before December 7, 1941. And, as far as packages are concerned, we are happy to tell you that in many cases paper *will* stretch.

Many of our customers are now getting *more* packages from *less* paper. Sometimes this has been made possible by re-design and simplification; sometimes by the use of substitute materials; sometimes by a combination of both methods. Perhaps these same paper-saving methods can help to insure *you* a steadier supply of the packages you need.

We'll be glad to study your package with that purpose in mind. Our recommendations and suggestions are offered to any established manufacturer without cost or obligation and without thought of gaining immediate sales.

Packages by Ritchie Go to War. As in World War I, Ritchie is manufacturing a variety of essential containers for the use of our armed forces. This production naturally has first call on our facilities, but we are also making every effort to maintain normal deliveries to our civilian customers.

TO SAVE PAPER IS TO AID DEFENSE

W. C. Ritchie AND COMPANY

SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES

8845 BALTIMORE AVENUE • CHICAGO

NEW YORK DETROIT LOS ANGELES ST. LOUIS MINNEAPOLIS DENVER MIAMI

THREE OFFERS AND A PROPOSAL

IMAGINEERING

★ SO MUCH SO SOON ★

FIRST OFFER: If you operate *any kind* of equipment made of aluminum and you are baffled in any way in maintaining it in top condition—give us the facts, and we will rush you our recommendations.

We are busy making more millions of pounds a month than we made in a whole year, not so long ago—but not too busy to make sure that no single pound of aluminum at work anywhere on war effort shall fail to do its share of making whatever it takes to win.

SECOND OFFER: If you are making anything whatsoever out of aluminum, and are stumped in any way in setting up the best methods of fabricating it—give us the facts, and we will see that you get all the know-how in our power.

THIRD OFFER: If you have joined the host of those who believe that industry must even now be planning the new products that will make jobs when this thing is finally over; if you are letting your imagination soar: Won't you ask us to help you engineer it down to earth with all the up-to-date facts about Alcoa Aluminum, plus some of the very practical dreams we have been dreaming?

AND THE PROPOSAL: Do some personal Imagineering, right now, for the sake of your own personal tomorrow.

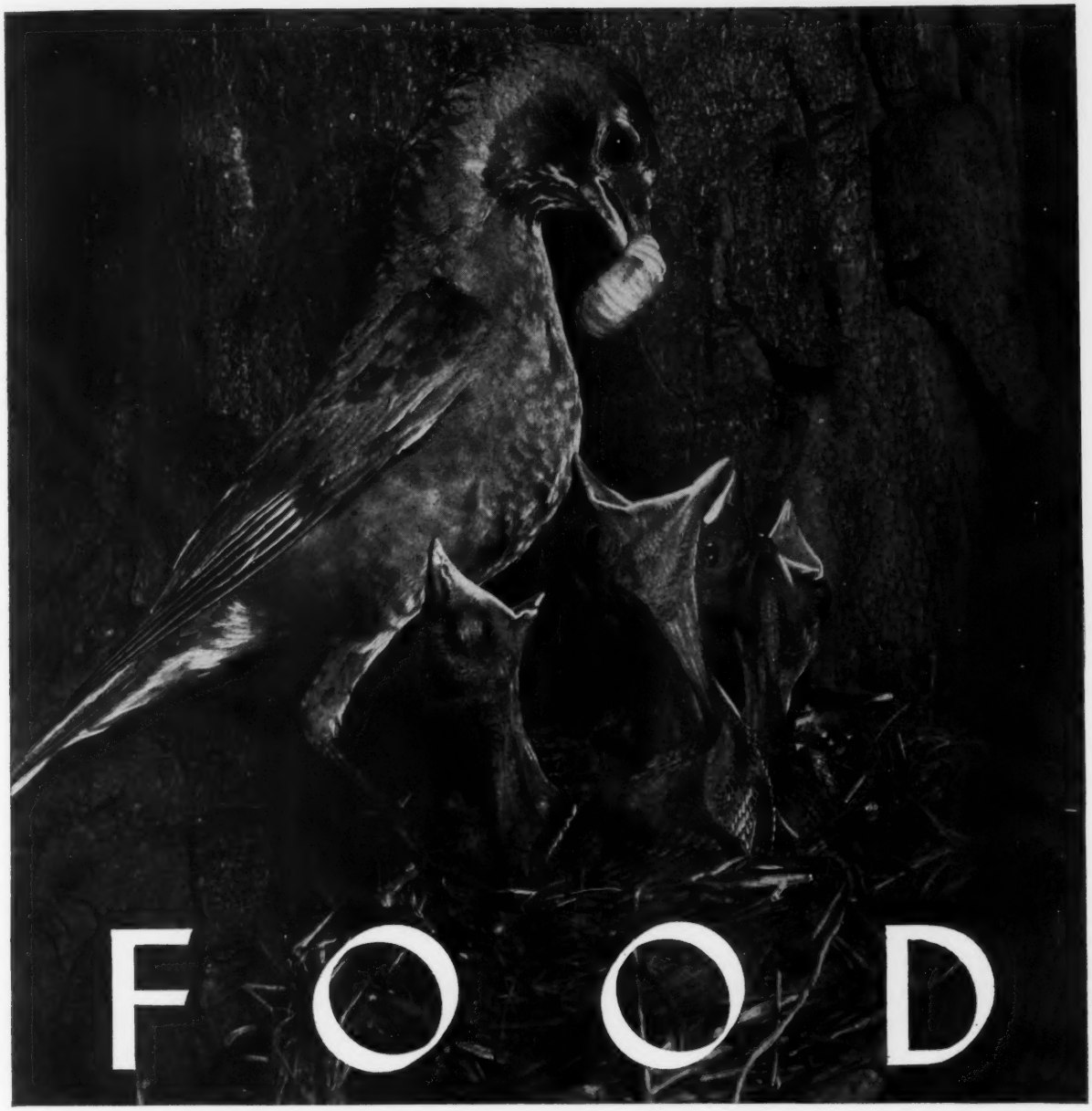
We have been talking Imagineering for some months largely in terms of the future. And in terms of industry. But here is the personal slant:

Thirty billion dollars is loose in the country. It is the gap between what is available for spending and what is available for personal purchases. Each of us has a sliver of that chunk of excess purchasing power.

If we put it into War Bonds, we are told that it will both finance the war, and avoid inflation. We sometimes forget that it will also finance ourselves, as users of goods, to buy the new products we are all readying, as makers of goods. Buying tomorrow, today, is patriotism and sense—business sense.

Aluminum Company of America, 2129 Gulf Bldg., Pittsburgh, Pa.

ALCOA ALUMINUM



Current events are revolutionizing men's thought with regard to the preparation, packing and shipping of foods all over the world.

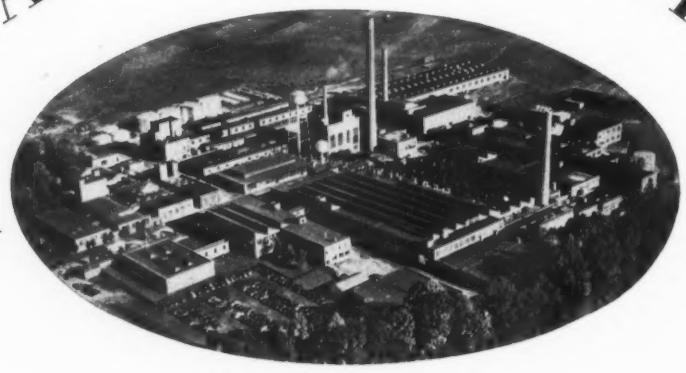
The packaging industry, alert and resourceful, has not been found wanting. Substitutes have been quickly perfected for almost every strategic material—and the "substitutes" have often proven to be better than the originals. In the forefront of this effort is Paper, in all its complex forms.

Dehydrated foods, compact packaging, reduction of waste and retention of original food values and tastes are some of the current problems being solved by our modern facilities and 75 years of experience. An impressive array of nearly 300 different Riegel Papers are now ready to do the job.

RIEGEL PAPER CORPORATION

342 MADISON AVENUE • NEW YORK, N. Y.

SYLVANIA* CELLOPHANE



PLANT—FREDERICKSBURG, VA

for Conservation

Waste to-day is a very serious problem.

Improper packaging of foods and products subject to change through loss of flavor or moisture content may result in a considerable volume of waste through spoilage and rejection.

At the same time there is no need to sacrifice the quality appearance of the product. It must still attract customers.

SYLVANIA cellophane is in the war against waste and doing a war-time job.

SYLVANIA cellophane not only gives adequate protection, but it gives a definite quality appearance to the package. It is in itself of highest uniform quality and designed for economy.

Packaging is an increasingly complex problem in war-time production of perishables. We are constantly developing new types for new uses.

Keep in touch with our Technical Service Division for ideas regarding new packaging.

SYLVANIA INDUSTRIAL CORPORATION

General Sales Offices: 122 E. 42nd Street, N. Y. Works: Fredericksburg, Va.

Branches or Representatives:
ATLANTA, GA. . 78 Marietta Street
BOSTON, MASS., 201 Devonshire St.
CHICAGO, ILL. . 111 N. Canal Street
DALLAS, TEX., 809 Sante Fe Building
PHILA., PA. . 260 South Broad Street

SYLVANIA CELLOPHANE

Pacific Coast:
Blake, Moffit & Towne
Offices & Warehouses in Principal Cities
Canada:
Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

* "SYLVANIA" IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION

CHAMPION

Kromekote

FOR BOTTLE LABELS

Bottle Labels Demand Snap!

Bottlers everywhere are finding Champion Kromekote* the perfect paper for valuable marks of identification. Kromekote is always good, but it is particularly desirable right now, when war demands make so many other types of labels unobtainable. Kromekote is new and different; its high gloss finish produces labels that are outstanding in appearance; it prints well by letterpress or offset lithography, and handles beautifully on labeling machines. It is available in white and nine colors. Add beauty and distinction to your bottle labels; specify Champion Kromekote the next time you buy.

**Kromekote is the registered trade-mark of The Champion Paper and Fibre Company's cast coated high finish paper.*

THE CHAMPION PAPER AND FIBRE CO., HAMILTON, OHIO

Champion Kromekote is Available from Champion Merchants Everywhere

(Lithographed on Champion Kromekote, 25 x 38—60 (120M) Printed in U. S. A.)

Paper board combined with

LUMARITH

REG. U.S. PAT. OFF

meets an urgent wartime need

By combining Lumarith with paper board and asphalt or other vapor-moisture-proof materials . . . water-proof, moisture-proof and grease-proof containers are now produced with little or no dependence on metals. Because Lumarith never shrinks, it stays anchored to its moorings —provides shipshape protection indefinitely!

Large laminated containers, as shown in the picture, already have proved their worth. And for smaller jobs Lumarith is being eagerly adopted by progressive packaging engineers . . . on both convolute or spiral-wound containers. Transparent Lumarith is grease-proof, germ-proof, age-proof. It protects against mold and poison gas. It is not affected by extremes of temperature or humidity.

CELANESE CELLULOID CORPORATION, 180 Madison Avenue, New York City, a division of Celanese Corporation of America.

CELANESE CELLULOID CORPORATION

A firm foundation* with truly level

Combinations of ink and other materials are imposed and superimposed on greeting cards. Base stock is "ironed" for the ordeal. Despite this, paper fibers have a tendency to "pick." It's those hard and soft spots. *Truly level* doesn't tolerate these paper hills and valleys. Result: greater variety of greeting cards.

Truly level is a natural process . . . produced while paper is on the machine. It endows paper with a surface affinity . . . more receptive . . . more retentive . . . more faithful to superimposing, impregnating, bonding, laminating substances and materials.

To the different physical properties of custom-made paper *truly level* contributes a base stock *foundation.* These papers are Fitchburg Truly Level Base Stock Papers.

Foundation papers offer possibilities to imaginative printers, lithographers, packagers, converters. We are exceptionally well staffed and equipped to help sales-research-development ideas, problems, plans.

ALKALI PROOF PAPERS
for soap, chemicals, dyes, etc., or wherever an alkali condition exists

BOX WRAP
including Snowhite-Stiktite, an exclusive Fitchburg development

GUMMING
with the strength and surface qualities for your particular needs

PRINTING PAPERS
Uniform register on "Fitchburg Finish" aids printer and lithographer

★COATING BASE STOCK
for flint, friction and plate finishes. Special grades for greeting card, printing and embossing

LACQUERING PAPERS
with a surface specially adapted to lacquer applications

BOARD LINING
and Combining Papers, both free and groundwood, for board mills and box makers

FOIL MOUNTING PAPERS
developed after years of research

PYROXYLIN PAPERS
High super finishes to secure best results with minimum of coating solution

Fitchburg Paper Company
250 PARK AVENUE, NEW YORK CITY Mills: FITCHBURG, MASSACHUSETTS 11 SOUTH LASALLE STREET, CHICAGO

"AND SO, BETWIXT THEM BOTH,
THEY LICKED THE PLATTER CLEAN"

Stock container No. 407 pleases buyers from both ends of the income scale. Capacity: 6 oz. Finish: 20 mm. 410.

WHAT with income taxes and price freezing the old concepts of "mass" and "class" markets are becoming outworn. Now the merchandising problem like all other national problems is stripped to fundamentals.

Today's successful packagers know they have to reach both the masses and the classes—and often with the same package. Well-designed glass bottles, they find, sell to the young as well as the old, the rich and the poor, male and female, tall and short, halt and fleet.

Carr-Lowrey market men know the common denominator of all selling: sound packaging. Carr-Lowrey stock glass bottles and jars are proving their fundamental appeal to leading packagers of cosmetics, drugs, foods and household products. We'll try to prove it to you.

CARR-LOWREY 3-Point Service

creates

PRACTICAL · ATTRACTIVE · ECONOMICAL

glass packages for cosmetics, drugs, foods, household products.

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Ave. • Chicago Office: 1502 Merchandise Mart

INSIDE NEWS

JULY PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y. 1942

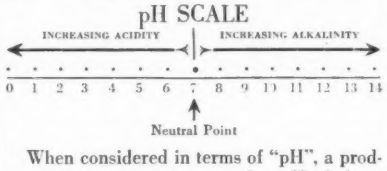
National's Research Field Service Watches the pH

A canner readily understands that the methods of canning and the processing times and temperatures employed for the different types of fruits and vegetables are not arbitrarily decided. There are many factors to be considered, and considerable experimental work must be done before a new process can be worked out. Each member of the Research Field Service, during his period of training in the laboratory, gets real experience conducting such experiments. This means that the Field Men who operate directly with the canners are equipped to recount, step-by-step, the tests and experiments made in the Laboratory which decided the recommended procedure.

When packing new products in the laboratory, the acidity or alkalinity is the first thing to be established since this determines whether high or low temperature processing, i.e., sterilizing, should be used. Different equipment is required for the different types of sterilizing. This condition of acidity or alkalinity is of importance to these Field Men and the Canner, not only as it applies to new products, but also in their examination of products already canned. In the Bacteriological Laboratory, it also serves as a helpful means of detecting spoilage in some products.

To correctly express the acid intensity or alkaline intensity of a product the small letter p and capital letter H were adopted. When combined to "pH" these become the symbol for this very important condition.

To take the mystery from "pH", let it be said that all degrees of acidity and alkalinity are expressed on a scale of numbers ranging from 0 to 14, known as the pH scale. The exact neutral point is number 7, which incidentally is the pH of pure distilled water. Numbers from 7 to 0 represent increasing acidities, whereas numbers from 7 to 14, express increasing alkalinities, as illustrated:

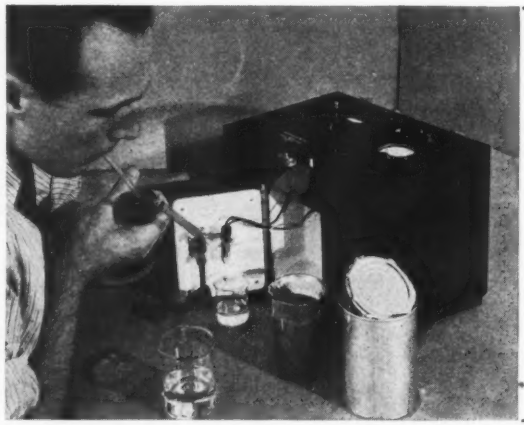


When considered in terms of "pH", a product such as orange juice, with a pH of about 3.5, is more acid than tomato juice which has a pH of about 4.2.

In canning the pH factor is very important, because the acidity of food products governs, to a large extent, the time and temperature used in the packing process. Fruits are usually more acid (have a lower pH) than vegetables, and can be processed at boiling temperatures (212°F.) or below. Most vegetables, on the other hand, which are less acid than fruits, and range on the pH Scale from about 5.2 up to 6.6, have to be processed by heating in closed retorts, under pressure, at temperatures up to 252° F. for proper preservation.

The pH of foods may be determined by color changes of special dyes or by electrical measurements with an instrument such as is illustrated in the photograph.

Adaptation of the use of pH in the food and other industries is another milestone in the progress of science. "RESEARCH IS ORGANIZED THINKING." (162)



Using the latest type of equipment, as shown in the photograph, the operator, places about a 1/6 oz. sample into a special cup. After inserting the electrodes into the sample cup, the door is closed, and by manipulation of the knobs on the panel of the instrument, the pH is obtained from a direct reading scale.

Tara Means Wealth for Peru

The wild tara bush, source of an extract for tanning leather, is developing into a new source of wealth for Peru. The tara bush is a close cousin to the divi-divi found in the Caribbean countries. It bears a long pod filled with seeds. The pod and pulp that surround the seeds have a tanning content of 50 to 60 per cent. That the world offers a large market for tanning extracts is shown by the fact that the United States alone in the first 9 months of 1941 imported from Argentina and Paraguay some 167,800,000 pounds of quebracho-wood extract, plus several thousand tons of quebracho wood, used for tanning purposes. Purchases of tanning extracts from such sources as Madagascar, India, Borneo, South Africa and Europe now are halted or hampered on account of war. The tanning business of the United States in 1939 was greater than that of all Europe, including the United Kingdom. (163)

Sand Insulation Reaches Commercial Stage

Puffed up sand is a new insulating material said to be much more resistant to heat transfer than any other known substance. Production of the material has recently reached the commercial stage. Known technically as silica aerogel, the material is now being used chiefly where large temperature differences exist, such as in high-temperature laboratory furnaces and extreme low-temperature freezing chambers. (164)

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Fish May Die From "Shell Shock"

"Shell Shock" is seen as a possible cause of the unexplained death of many herring along the east coast of Vancouver Island last fall. Not only did the fish die, but investigation revealed that the spawn of herring attached to kelp at a depth of 10 ft. had also died. This development will affect the herring catch three years from now. Tests have revealed no organic disease among herring. But there is a possibility, say old fishermen, that the dropping of depth charges by warships during recent maneuvers affected the fish. Although the swim bladder of the herring was found to be undamaged, the "shell shock" theory is not discounted by fishery experts. (165)

New Method Devised To Test Paint

Recent laboratory experiments show that quick estimates of the corrosion behavior of painted surfaces on iron and steel can be obtained electrochemically. It is reported that corrosion of metal results, in the presence of moisture, from electrochemical action between small adjacent surfaces. Potential differences are set up between these areas, and the potential of the whole surface is the resultant of that of all of the small areas involved. This quantity can be measured readily with reference to a standard electrode. The potentials change as the corrosive action progresses. Experiments have shown that the extent of corrosion can be determined by continuously recording the potential of the metal. (166)

Nation-Wide Inventory of Canned Foods

A nation-wide survey of supplies of canned foods was taken on May 29 by the Department of Commerce. The inventory will provide for the first time complete current information on total and regional supplies of processed foods. The survey included 2,500 canners and 15,000 wholesalers, warehouses of food chains and other wholesale distributors of canned foods. (167)

Apple Growers Enthusiastic Over Dinitro Insecticides

Apple growers have become enthusiastic over the desirable qualities of dinitro insecticides for bud moth, aphids and other insects and have pushed experimenters into giving tentative recommendations after a few seasons testing.

There is a considerable variation in weather over a period of years, and as a result, mixtures that are safe for apple buds under normal climatic conditions may cause injury when trees are affected by drought during the year preceding the application. Modifications of mixtures are necessary as tests are continued.

The standard mixtures recommended in New York for bud moth, rosy aphid, San Jose scale and European red mite contain 3 gallons of lubricating oil and 12 ounces of dinitro-o-cresol, commonly called "cresol", in 100 gallons of water, applied before the buds break. Under certain conditions, however, this mixture may injure the lateral buds and several alternatives are suggested to meet seasonal conditions and for different spray combinations. (168)

Chemical Composition of Oil Sprays Affect Efficiency

Oils have been used in dormant and semi-dormant sprays for years to control pests that overwinter on orchard trees. Present type spray oils are light-grade industrial oils of the general lubricating fraction. They have a viscosity rating of about 100 second Saybolt at 100 degrees Fahrenheit.

It has been assumed generally that oils of the same viscosity are equally effective in insect control. The contrary is shown in recently completed tests. Of 40 100-second oils tested in the laboratory, it was found that there was a graduation in efficiency in the size of the dosage required to kill fruit tree leaf-roller eggs. The variation from the best to the poorest was over 400%.

It was found that leaf-roller eggs can be killed with sprays having an oil content as low as 2% when using certain products, but to secure the same results with other oils it was necessary to increase the concentration to 6, 7, or even 8%.

The explanation was found in variations in the chemical compositions of the oils. (169)

Germ-Killing Lamps

Americans in 1941 consumed more than 120,000,000 pounds of beef made extra tender with the aid of invisible ultraviolet rays generated by germ-killing lamps. These lamps enable packers to use higher temperature and humidity to speed up tenderization without danger of bacteria and mold growth which would ordinarily spoil the meat. (170)

Technical Topics

MENTHOL, used in pharmaceuticals and cigarettes, formerly made from Japanese peppermint and later synthetically from Java citronella, will now be made in the U. S. by a new process starting with coal tar. (172)

SODIUM LACTATE is being used in some food and pharmaceutical processes to replace glycerine, a vital lend-lease chemical. (173)

JAPANESE BEETLE—The grubs of Japanese beetles have been found to succumb to an infectious disease known as "milky disease". Soil infected with this disease in areas which are heavily infested with Japanese beetles is helping to kill off the pest. (174)

LEVULINIC ACID, long a laboratory curiosity, now can be made available commercially by a new process using corn starch. Non toxic, it retards the growth of bacteria and fungi. Already important in pharmaceuticals, it has useful properties in food processing and is a powerful plant growth stimulant. (175)

HYDROGENATED COTTON SEED OIL flakes are used to fortify butter in order to raise its melting point. The result is a butter which resists melting at high temperatures. (176)

GUAVA—Recommended diet for soldiers in Libya is guava, a potent source of Vitamin C. The dried fruit is used. (177)

A NEW SOLVENT—Liquid sulphur dioxide may be a step in new compounds very useful in the preparation of insecticides and other poisons. (178)

SAWDUST has increasing value as an industrial raw material. Oxalic acid, acetic acid, formic acid and methanol can be processed from it. (179)

. . .

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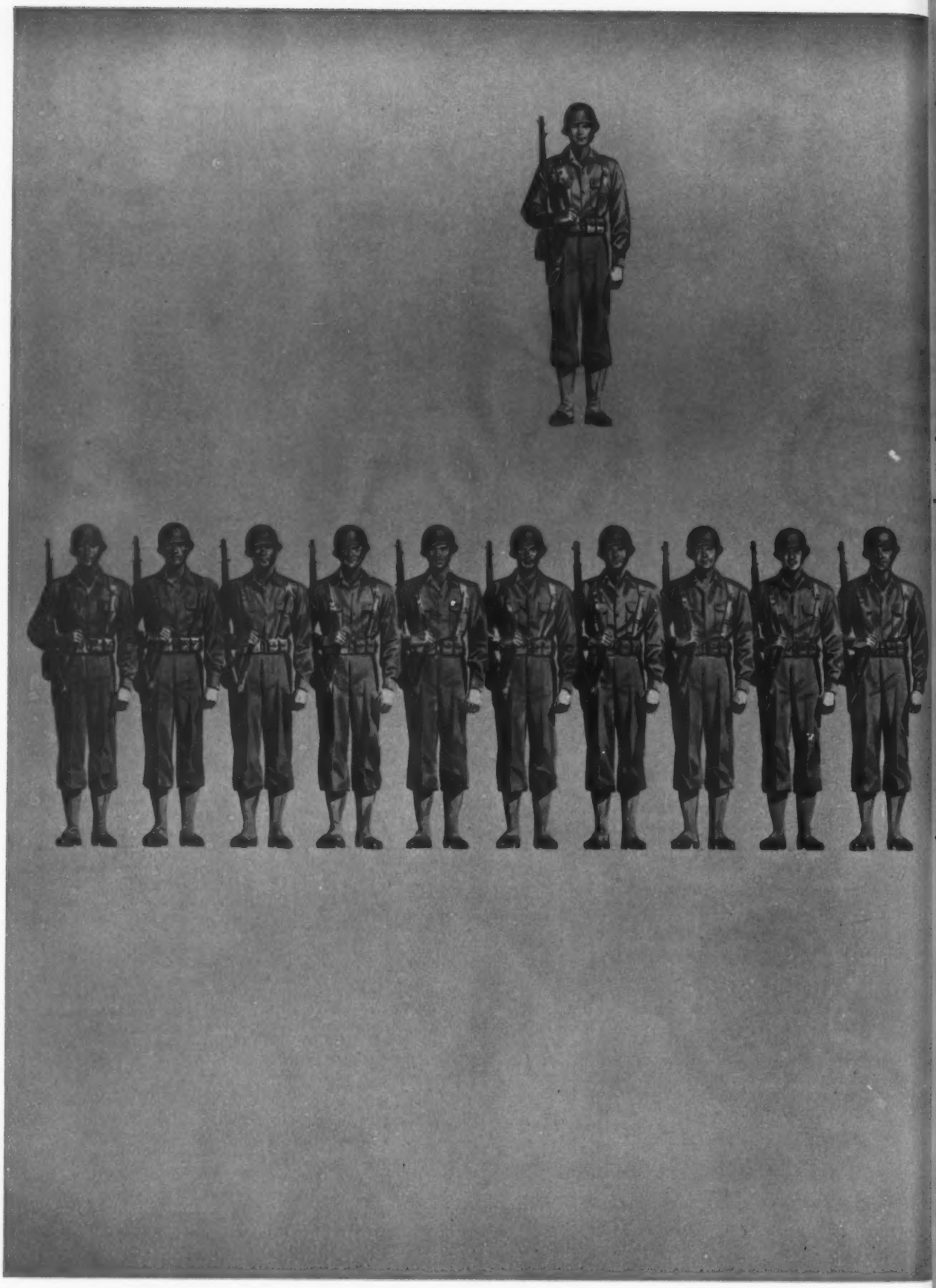

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